

For Immediate Release

Thursday, May 12th, 2016

Blue Wizard Digital Announces 'Slayaway Camp', a Killer Puzzle Game

Former PopCap Exec Ditches Gems for Gore

"Ten years. I spent ten years of my life making jewels go clink and peggles... peg. Something had to snap," says Jason Kapalka, co-founder of PopCap Games and the casual game studio's chief game designer for over a decade.

Today Kapalka's new venture, [Blue Wizard Digital](#), announced their first title, an Android and iOS mobile title called [Slayaway Camp](#). "I felt very limited at PopCap," Kapalka continues, "as we couldn't have truly graphic violence in something like Bejeweled. With this game, I've finally been able to bring extreme gorror to the puzzle genre."

Taking its cues from classic slasher films of the eighties, Slayaway Camp tells the story of the titular establishment, a youth camp built on the remnants of an ancient Native burial ground, where a prank gone wrong on Thursday the 12th, 1983 has left one camper singularly angry... and thirsting for revenge.

The player takes control of Skull Face (and, later, a range of other bizarre killers, including a murderous refrigerator) in a series of logic puzzles, with their goal being the gruesome elimination of all teenagers on each level. Teens can be hacked, chopped, dismembered, or lured into a variety of grisly traps, including spike pits, bonfires, and a very large woodchipper.

"Some would say that beneath the sensationalism there's really quite a deep puzzle challenge," says Kapalka. "But I like to think that beneath the puzzle game there's actually a really, really violent exploitation movie."

Slayaway Camp's other team members agree. Says Nate Schmold, creator of the PC cult shooter Cosmochoria: "What did Jason tell you? Oh? Yeah, whatever he said, that's ok with me. Don't want to rock the boat, man." And Ido Yehieli, enigmatic maker of the roguelike sensation Cardinal Quest, just inclines his head and blinks.

Blue Wizard is currently accepting registrations for Slayaway Camp's closed beta program, beginning soon. The game is slated to release on iOS and Android platforms later this summer.

More Info: www.SlayawayCamp.com

Teaser Video: www.SlayawayCamp.com/teaser ("Only the Strong Survive" by GNÜ TRUNTION)

Press Kit: www.SlayawayCamp.com/presskit

Heavy Metal: www.GNUTRUNTION.com

Game Title: Slayaway Camp

Genre: Puzzle

Platform: iOS & Android

Release Date: Summer 2016

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