

For Immediate Release

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Brand New 'Slayaway Camp' Trailer Revealed, Release Date Announced

80's Underground Video Artists "The Betamax Killaz" Create a Masterpiece

After the hit launch on web gaming portal Kongregate, Blue Wizard Digital's debut title, Slayaway Camp, has revealed a brand new gameplay trailer & announced the official launch date for the Steam platform: October 25th 2016.

Presented in distressingly cute isometric voxels, gamers control Skullface, a psychotic murderer intent on taking his revenge on the teenage camp counselors of the titular wilderness institution. Half sliding-block logic puzzle, half blood-spraying homage to 80's trash horror, Slayaway Camp is 100% "killer puzzle."

Tasked with unveiling puzzle gameplay footage for the first time, Blue Wizard hired an anonymous, underground team of classic 1980's video artists known only to VHS scenesters as "The Betamax Killaz" to produce their latest trailer. The new trailer features voiceover by famed voice actor Mark Meer (*Commander Shepard - Mass Effect*), and a special guest cameo by Derek Mears (*Jason - Friday the 13th*) who plays the role of "Final Girl", Jessica. The new trailer can be viewed on YouTube at <https://www.youtube.com/watch?v=Cn07syMT8pl>

After the game snagged high ratings and rave reviews in its web form on Kongregate this Summer, the Blue Wizard brain trust reflected on the fans' requests to bring the game to Steam in a more deluxe format. "We realized it appealed to a lot of hardcore gamers, who wanted a premium PC version with enhanced graphics and content, without ads and other free-to-play distractions," says Kapalka. "Plus, targeting Steam allows us to make the game more extreme than ever... the deluxe version will include all-new NC-17 versions of the Slayaway Camp films, including the shower scenes infamously censored by the Canadian Film Censorship Corporation Bureau."

Slayaway Camp will be launching October 25th, 2016 on Steam for MacOS, Windows and Linux and will cost \$8.99 USD, with a launch discount price of \$6.65 USD.

Steam Page: <http://store.steampowered.com/app/530390/>

Official Trailer: <https://www.youtube.com/watch?v=Cn07syMT8pl>

More Info: www.SlayawayCamp.com

Press Kit: www.SlayawayCamp.com/presskit

Game Title: Slayaway Camp

Genre: Puzzle

Platform: Steam (Mac, Windows, Linux)

Release Date: October 25, 2016

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