

PRESS KIT

TruPlay 

WWW.TRUPLAYGAMES.COM

Key Statistics and Facts:

- The content of many popular online games today has adverse effects on users, especially children.
 - The average child is on a screen 52.5 hours per week. There is almost no digital content in the marketplace that is high-quality and fun while also conveying God's truths.
 - According to Psychology Today, the average male is exposed to online pornography by the age of 11, causing devastating effects on his relationships and overall well-being.
 - Many games today feature violence and other illicit activities that are linked with depression and mental health problems.
 - Anxiety, suicide and depression rates are at all-time highs for children, precisely tracking with the use of social media on smartphones.
- TruPlay believes that every child should have the opportunity to play safely and to experience non-toxic, high-quality multimedia experiences that strengthen their faith. For the first time in the history of this country, less than half of Americans go to church.
 - While 62% of Americans over 40 in this country believe in God, only 32% of our nation's children do.
 - 110 million people go to church every Sunday, and 2.2 billion people identify as Christians globally.
- According to research from sociologist Dr. Morris Massey, an individual's values and beliefs are formed at the age of 21.

Facts About TruPlay Games:

- TruPlay is a safe and trusted digital platform for children to explore multiple games all in one app.
- TruPlay's Bible-based games are the most successful library of Christian video games ever produced.
 - 7 million people played games built by Lightside, which was also built by Brent Dusing and his cofounders. Lightside's best games will also appear on the TruPlay platform.
 - Players of the game "The Journey of Jesus" averaged three sessions of play each day for a total of 45 minutes per day. "Stained Glass" was the top Christian game on the App Store for multiple years.
- TruPlay's market research shows that millions of non-Christian parents also prefer faith-based games because they don't want their children playing games that feature dark and senseless violence.
- The TruPlay platform features an assortment of interactive games, puzzles, digital comics and animated short videos.
- TruPlay has received endorsements from notable pastors, podcasters, entertainers and the media, including:
 - Will Graham, Executive Vice President and Evangelist, Billy Graham Evangelistic Association
 - Sam Rodriguez, President of the National Hispanic Christian Leadership Conference
 - The late Pastor Jack Hayford, founder of The King's University Seminary
 - Ken Harrison, Chief Executive Officer, Promise Keepers
 - Dean Cain, Hollywood actor who starred as Clark Kent in *Lois & Clark: The New Adventures of Superman* and *God's Not Dead*
 - Candace Cameron Bure, Hollywood actress, author and host of the Candace Cameron Bure Podcast
 - Tina Griffin, former Hollywood actress, Pop Culture expert, speaker and host of The Counter Culture Mom



Brent Dusing is the CEO and founder of TruPlay, a gaming platform created to bring high-quality, fun and biblically-sound entertainment to audiences worldwide.

An entrepreneur at heart, Dusing pioneered game creation with Christian content through Lightside Games, a Christian gaming studio reaching more than 7 million game players worldwide and resulting in 25,000 decisions for Christ. As the founder and CEO of Cellfire, Dusing created the nation's leading mobile coupon company, used today at grocers like Safeway and Kroger, and resulting in Catalina Marketing acquiring Cellfire for \$108 million. He began his career as a venture capitalist at Menlo Ventures, where he sourced multiple nine-figure exits and generated top-quartile returns. Over his career, Dusing has been featured on CNN, Fox News, ABC News, The Wall Street Journal, New York Times, USA Today, Entertainment Weekly and other news media.

Dusing has a bachelor's degree in economics from Harvard University.



Jeff Allen is the Head of Marketing for TruPlay. Inspired by the mission to deliver high quality games and entertainment that promote positive values to our kids, Allen joined TruPlay in 2023, bringing with him 15 years of experience in strategic marketing leadership.

Throughout his career, Allen has consistently delivered winning strategies and hockey stick style growth to several direct-to-consumer, subscription-based businesses, including Hallmark Movies Now, Hallmark eCards, Tru Niagen and ShortsTV. A versatile, mission-driven, big-picture thinker, he is always ready to pivot to support the changing needs of customers, audiences, and stakeholders.

Allen is a devout Catholic and a devoted family man.

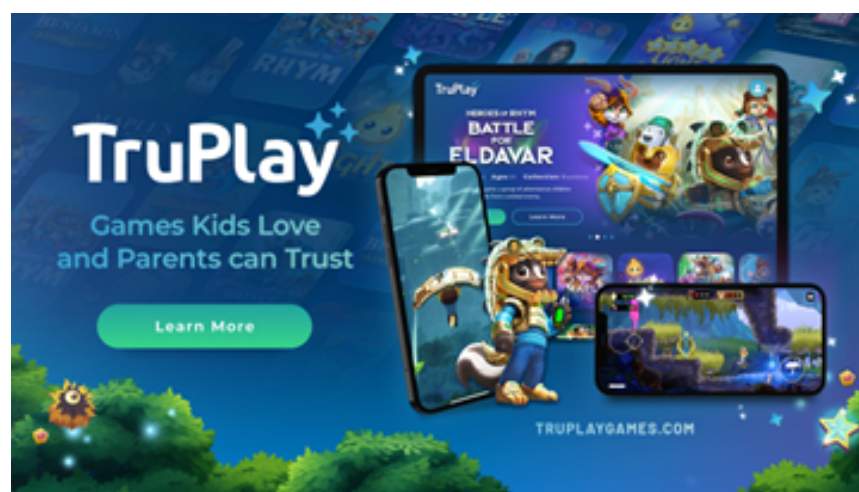
Christian Entertainment Platform Launches Gaming and Digital Experiences for Kids

TruPlay Makes High-Quality, Biblical Based Games, Videos and Comics That Kids Want to Play

AUSTIN, Texas, Aug. 1, 2023 – [TruPlay](#), a Christian entertainment company that creates transformative digitized content for children, announced today the launch of its world-class platform that contains games, comics and cartoons designed with excellence to bring God’s truth to its youngest consumers. In a world of toxic content for children, TruPlay brings inspiration and hope to the youngest generation and is a safe and trusted platform for children to explore multiple games all in one app.

The average child is on a screen 52.5 hours per week. According to an [Ofcom report](#), 95% of children play video games in some capacity, and three out of four children between ages 4-5 have played games on a tablet. Many games today feature violence and other illicit activities that are linked with depression and mental health problems. While 62% of Americans over 40 in this country believe in God, only 32% of our nation’s children do. In TruPlay’s games, God’s truth and values are told throughout the stories and dialogue of the games, comics and videos.

TruPlay provides families with beautiful, fun and inspiring digital experiences, so their children can enjoy a safe platform with no ads, in-app purchases or chat features for parents to worry about. TruPlay believes that every child should have the opportunity to play safely and to experience non-toxic multimedia experiences that strengthen their faith.





NEWS RELEASE

"We're parents just like you who care about our children's future, mental health and souls. If our kids are going to be entertained online, then fun, uplifting content needs to be there too," said Brent Dusing, Founder and CEO of TruPlay. "Parents make the best parents. By supporting TruPlay, you'll see more Christian content made with excellence that will affirm your values and lead to a change for an entire generation of children. Parents desire games with positivity, hope and God's truth."

Built by a team with deep industry experience, TruPlay's content does more than just entertain. The new interactive games, digital comics and animated shorts invite children into an engaging world of hope and biblical truth.

The exciting and creative storylines help children explore their faith in games like "RhymVerse," a place of endless adventure and other Bible-based games, like Stained Glass and the Action Bible comics. The RhymVerse is a fantastical world based on the Bible and where the characters encounter adventure, danger, mysteries and monsters.

Players will journey from the depths of the sea to outer space and everywhere in between. Gamers will get to know Maple, Lucas, Ava, Benjamin and other featured characters, as they navigate real-world issues children go through today like bullying, friendship, belonging, identity and isolation with the power of God's truth.

"As a father, godparent and consumer of digital entertainment, I see the urgent need to harness the advancements in the gaming industry for good," said Hollywood actor and TruPlay advocate, Dean Cain. "You don't have to compromise on fun or quality to enjoy the world of digital entertainment. You just have to choose your sources wisely."

TruPlay's digital entertainment platform is available on phones and tablets on Apple iOS and Google Android nationwide and is a subscription service. For more information, visit www.truplaygames.com.

About TruPlay

Launched in 2023, TruPlay's digital platform is reaching families around the world with high-quality entertainment products that encompass God's Truth. The transformational multi-media company is building games, digital comics and video content to bring light to a world in need of God's love, hope and truth. TruPlay is a team of industry veterans with deep expertise in games, storytelling, animation, entertainment and technology – who are committed to seeing the betterment of children around the world. TruPlay has been approved and endorsed by some of the most credible and leading organizations and leaders in the Christian community, such as the Billy Graham Evangelistic Association and Promise Keepers, among many others. For more information, visit www.truplaygames.com.

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BACKGROUND

TruPlay is a Christian entertainment company of transformative digitized content for children with high-quality, world-class games, comics and cartoons designed to bring God's truth to its youngest consumers. Its mission is to create worlds that inspire joy, faith and wonder filled with God's truth to transform generations of children in such a profound way that it will shape culture. One of the only entertainment companies to create Christ-centered gaming and digital experiences for kids, TruPlay's products bring God's truth to the forefront of where many children spend their time.

Built by a team with deep industry experience, TruPlay's entertainment platform invites children into an engaging world of hope and biblical truth by embedding a faith experience into every product.

TruPlay believes that gaming is an ideal medium for faith exploration. Faith, like gaming, is experiential, learned through trial and error. God gives a person the agency to live out their faith as they choose. He even gives them the grace to try again when they fail. Part of the appeal of gaming is that the player is not a passive viewer. Instead, a player is active in the game and free to succeed or try again after failure. In TruPlay's games, God's truth and values are told throughout the stories and dialogue of the games, comics and videos.

In 2022, TruPlay introduced the "RhymVerse," a gaming world where God is real and the Bible is true. A place of endless adventure, in Rhym, a group of heroic animal children with unique backstories uses their giftings to restore truth and goodness in the face of various evils around them. Each RhymVerse character has its own game on the TruPlay platform in addition to appearing in each other's games and journeys.

In August 2023, TruPlay released a suite of new RhymVerse games, interactive comics and animated videos each designed to make the Bible come to life for players. TruPlay's games and comics include "Stained Glass," a match-three game sharing biblical concepts; "Lumi's Words of Light, a word puzzle revealing words of God's love;" and comics featuring the best-selling, "Action Bible," who is partnered with TruPlay and has sold over three million copies. TruPlay's digital entertainment platform is available on Apple iOS, Google Android devices nationwide and is a subscription service consumers can enjoy anytime, anywhere.

Dusing and his team's previous Bible-based games are the most successful library of Christian video games ever produced, having reached over seven million people. "Stained Glass," a match-three game, was designed by two Apple Award Winners and was the most popular and highest-rated Christian game in the App Store. "The Journey of Jesus" and "The Journey of Moses" each take the player through major story arcs of the Bible, incorporating Scripture and using digital animation and engaging gameplay. The core audience of "The Journey of Jesus" played the game for more than eight years, and through a partnership with the Billy Graham Evangelistic Association, influenced 25,000 people to make a decision to follow Jesus. "Journey of Jesus" is a game that will be on the TruPlay platform in the future.



SUGGESTED INTERVIEW QUESTIONS

- What is TruPlay?
- Why did you create TruPlay?
- How is TruPlay different from other gaming platforms?
- What are the unique features of TruPlay?
- How are children impacted by online gaming today?
- What is TruPlay doing to make gaming a safer and uplifting medium for children?
- Why is gaming an ideal medium for faith exploration?
- What is the RhymVerse?
- How would you compare TruPlay's imagery and animation to that of other digital entertainment designed for kids?
- Who are the seven heroic characters in the World of Rhym and what are their unique backstories?
- In what ways are TruPlay's digital comics interactive?
- What has been the response to TruPlay so far?
- What is on the horizon for TruPlay?

About the World of Rhym



The RhymVerse is a world where God is real and the Bible is true. But evil is at work, and someone must rise to face it.

In Rhym, a group of young animal children discover their giftings and use those gifts to restore truth and goodness to the many environs of Rhym. To face the various evils of Rhym, our heroes must use all their weapons, including their childlike faith to win this fight.

TruPlay's games do more than entertain. They aim to directly touch users' minds and hearts by embedding Biblical truths into exciting and creative storylines. The characters follow the same path as our players, facing real, "down-to-earth" problems. They mature, grow, experience grace and understand God at their own pace.

Over the course of several games, animations and digital comics, all intentionally intertwined into the RhymVerse meta-narrative, players will get to know Maple, Lucas, Ava, Benjamin and others, as they fight to save their world from villains who seek to rule over it.



Heroes of Rhym: Battle of Eldavar (Action-Adventure)



The great castle Eldavar is in danger and the only ones who can save it are a group of kids out way past their curfew. This tower defense game pits Maple, Benjamin, Ava and Lucas against the Smudz forces of the evil Queen Axilla. Help the kids use the extraordinary powers of the castle to protect its secrets from the dark queen.

Maple and the Forest of Words (Adventure)



The mysterious, brooding Forest of Words holds unimaginable dangers. In this side scrolling action-adventure, Maple the tiger bunny and her fox-bear friend, Oliver, are on a rescue mission. Maple's journey will take her from the treetops of the forest to the depths of the Berindium mines, outwitting ancient corruption, dangerous Smudz, and the wicked Queen Axilla herself. Can you help Maple before the power of words is lost in the corrupted forest forever?

Stained Glass (Puzzle)



Experience the Bible in a whole new way. A fun and beautiful match-3 game that shares the Bible in a way people have never seen before. Match jewel-toned pieces of glass to reveal the stories of the men and women in the Bible in beautiful stained-glass panoramas. Featuring the #1 hit song "Oceans" by Hillsong United

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Little Light (Action)



After a blackout leaves the city in complete darkness, Lumi steps in to share her light. Guide her from lantern to lantern to help her illuminate the dark streets. Meanwhile, Scripture brings light to the player as they help Lumi fire up the street lamps.

Oliver and the Vindictive Vines (Action)



Join Oliver and his Book of Fox Facts as they race, jump, duck and dodge through the Forest of Words in this endless runner game. Will Oliver, the Biblical Fox, find the answers he seeks? Will he earn a Bravest Young Botanist Badge? Or will he be tripped and trapped by the dangers in the Forest of Words?

Ava and the Mirror of Truth (Adventure, Puzzle)



Ava has recently gone through a lot in her life. She is bullied at school and has a difficult life at home. It has left her feeling insecure about her place in the world. Where does she fit in? This puzzle game exposes the lies we believe about ourselves and shows us how to use God's truth to fight them. Join Ava on a journey through her bedroom mirror that becomes an adventure in her soul. She'll battle snarflon, get help from a sling sloth, and learn the truth about herself — that she always has a place with God.

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Lumi's Words of Light (Puzzle)



Lumi's Words of Light opens a world of God's promises and blessings to the city and to the player. Unscramble the word puzzle and you will find that each word sheds new light on God's everlasting and unconditional love for you.

Interactive Digital Comics



Dive deeper into the Rhymverse and journey with its characters through interactive read-aloud digital comic books. The stories feature Maple and Oliver as they venture into the forest and encounter obstacles in their quest to rescue others from danger. The striking art invites the reader into a fascinating new world while the voice-over featuring Maple, Oliver, and the Narrator brings depth and drama to the story, creating an exciting user experience.



Animations

TruPlay's growing collection of short videos provides fun, uplifting and inspiring biblical content that engages children to help them understand the world better, amidst a digital world full of toxic content that is harmful to children. Viewers can watch their favorite Rhymverse heroes embark on various missions, solve problems, build their character and learn more about God.



Each RhymVerse character is unique and comes with an extensive and exciting backstory



Maple the Tiger Bunny

Maple is a female bunny who is very strong-willed and courageous. In the beginning of her story, she feels that she is not given the respect she deserves and so dresses as a tiger because tigers are highly admired as fierce animals. However, Maple learns through her journey that her courage and boldness comes from God, not how she dresses.

Lucas the Skunk

Lucas is a male skunk, whose brother Chase was his best friend. Lucas and Chase did everything together, including flying and exploring in their supercool rocket suits. Lucas is a brilliant inventor who created a pair of rocket suits (Croc One and Alligator One), for himself and Chase. Unfortunately, Chase died a year ago and Lucas is having a hard time coming to terms with it, partially because he doesn't know much about God at the moment.



Oliver the Fox

Oliver is a male fox who is adopted by a bear family. Oliver lost his fox parents when he was younger and will learn the true story about what happened to them on his journey. Oliver is trying to fit in with his new bear parents and extended bear family, so feels the need to blend in with them. Oliver also has yet to learn that his true identity is as a child of God.

Ava the Lynx

Ava is a female lynx whose parents are divorced. She is also getting bullied at school. Life isn't always easy for her. She wears a fawn costume because everyone always tells her to just go along with things. But deep down she's stronger and braver than that. In her journey, Ava learns that our identity is not who the world says we are or people say we are, but who God says we are.



Benjamin the Wolverine

Benjamin is an older wolverine boy who is a great athlete and fantastic hockey player. He is a strong, brave, and fierce warrior. Benjamin is always ready for a righteous fight. His favorite Biblical character is King David. He dresses up like a polar bear because polar bears thrive on ice and are the only animals he can think of that are stronger than a wolverine. He is very protective of the younger Isabella and begins his journey trying to find Isabella after she gets lost. In his journey, Benjamin will learn even deeper the power of the Armor of God.

Isabella the Red Panda

Isabella is a female young red panda and the youngest. She likes to play dress up, like a lot of children. She often mismatches her outfits, such as a winter scarf, a spring Sunday dress, steampunk goggles, and butterfly wings, because, why not!? Isabella learns as she grows that there are more traits and characteristics that we take on as we follow Jesus that change our personality, like the fruits of the Spirit (Love, Joy, Peace, Patience, Kindness, Goodness, Faithfulness, Gentleness, Self-control" Gal 5:22-23). In her journey, she finds miracles still happen in real life and she can be a part of them.





SOCIAL MEDIA

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