



SXSW ScreenBurn Gears Up for First-Time Independent Game Competition and Awards 2011 Festival Attractions Include Game Developer's Meetup and Video Game Arcade

January 6, 2011, Austin, TX – **SXSW SCREENBURN INDEPENDENT PROPELLER AWARDS PRESENTED BY INDIEPUB GAMES.** The Independent Propeller Awards will offer \$150,000 in total prizes and the chance for video game titles to be published by indiePub through their sponsor, Zoo Publishing. Finalists selected in the Best Art, Best Audio, Best Design and Technical Excellence categories will be provided with flights and accommodations to demo their games during the SXSW ScreenBurn event next March. Video game developers interested in participating should visit indiePubGames.com's contest page to submit a title for consideration. Contest submissions will be open through February 18, 2011. The grand-prize winner will be revealed on March 13, 2011, at SXSW ScreenBurn during SXSW Interactive in Austin, Texas.

The first annual **SXSW SCREENBURN GAME DEVELOPER'S MEETUP** is a three-day track dedicated to help video game industry professionals do business with other industries at SXSW on March 11-13, 2011. Curated by James Portnow of the Escapist show "Extra Credits," the Game Developer's Meetup is a place for anyone related to the video games industry to meet, talk shop, discuss the medium and help push the boundaries of the future of gaming. There will be informal round tables, impromptu talks, and a barrage of industry war stories, so come to chat, network, learn or to teach, debate, discuss and engage in dialog about the medium.

Can't get enough gaming? Come experience up-to-the-minute video game innovations at the 2011 **SXSW SCREENBURN ARCADE**, including creative hands-on gaming spaces from: Austin Community College, Beyond Gaming, Future Publishing, Grande Communication, indiePub Games, Insomniac Games, King.com / MyGame, Klipsch, Maximum Positive, Mayfair Games, Stygian Games, Texas State Technical College, Twisted Pixel, Walmart Gamecenter, and Warner Brothers Interactive. Stay tuned to sxswscreenburn.com for more exciting 2011 exhibitor announcements!

About SXSW ScreenBurn, March 11-15, 2011

ScreenBurn features 5 days of panels programming and evening events (March 11-15, 2011), and 3 days of the video game Arcade (March 11-13, 2011). You must have a SXSW Interactive, Gold or Platinum badge to attend the ScreenBurn Independent Propeller Awards presented by IndiePub Games, ScreenBurn panel programming and evening events. A SXSW badge is not required to attend the SXSW ScreenBurn Arcade or the ScreenBurn Game Developer's Meetup.

Visit sxswscreenburn.com for more details.

About SXSW Interactive

The 18th annual SXSW Interactive festival will take place March 11-15, 2011 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2011 for the panels, the parties, the 14th Annual Interactive Awards, ScreenBurn at SXSW, the SXSW Expo, Accelerator at SXSW and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2011 is sponsored by Miller Lite, Chevrolet, AOL, IFC, Pepsi, PepsiMax, freecreditscore.com, Monster Energy, Microsoft, Samsung and The Austin Chronicle.

For more information, visit www.sxsw.com.

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