

SEVEN YEARS OF SAFE IN OUR WORLD: CHARITY LAUNCHES FOUR BILLION GAMERS CAMPAIGN

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AS THE GAMES INDUSTRY FACES CONTINUED UNCERTAINTY, SAFE IN OUR WORLD CALLS ON DEVELOPERS, PUBLISHERS AND PLATFORMS TO LET PLAYERS KNOW THAT HELP IS AVAILABLE AND MAKE IT EASIER TO FIND.

London, UK | Seven years after Safe In Our World was founded, the games industry looks very different. Layoffs and career uncertainty have placed new pressures on the people who make games, while the number of people playing them continues to grow. Ahead of World Mental Health Day, the charity is launching Four Billion Gamers, a new campaign built around its founding belief that no one in games should feel alone with their mental health.

Safe In Our World is asking developers, publishers and platforms to make trusted mental health support easier for players to find. That could mean a message when a game starts, a link in its menu or a signpost in its community space. Organisations can register their interest at safeinourworld.org and work with the charity to develop practical ways to put support in front of players.



- Add a splash screen for Safe In Our World to your game
- Include a link to Safe In Our World's free mental health resources in your menu
- Signpost to the charity in your community spaces (e.g. Discord)



Sarah Sorrell, Charity Director (Safe In Our World): *“Games have an extraordinary ability to bring people together, but someone can still feel alone while playing. We want every player to know there is help and hope, and somewhere they can turn. Four Billion Gamers is an invitation to the industry to help us share that message.”*

The campaign reflects the scale of the charity's ambition. The global audience for games is forecast to pass four billion in the coming years. Safe In Our World wants to bring partners together, share examples of games already carrying support messages and develop practical guidance that more teams can use. There is a clear mandate for better mental health signposting in games.

Over the past seven years, the charity has provided more than \$450,000 worth of free mental health training and trained over 400 games industry professionals in mental health awareness. Its ambassador network spans more than 200 people across 15 countries. The charity has helped connect half a million people with important mental health information, tools, training, and guidance via the Safe In Our World website.

Leo Zullo, Founder and Chairperson (Safe In Our World): *“Supporting the people who make games remains central to our work. Seven years in, we also want to use the reach of games to do more for the people playing them. A clear route to help may seem like a small addition, but it could matter enormously to the person who finds it.”*

Developers, publishers and platforms can learn more about Four Billion Gamers and register their interest at safeinourworld.org.

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- 4 Billion Gamers [CAMPAIGN ASSETS](#)
 - Safe In Our World [PRESS KIT](#)
 - For enquiries: hello@safeinourworld.com

Safe In Our World is a registered charity in England and Wales no. 1183344. A team of seasoned gaming veterans, passionate about mental health, contemplated for two years how they could make a difference. Launched on World Mental Health Day on October 10th, 2019, its aims are to raise awareness of mental health within the video games industry and to provide resources, signpost help, and drive change for everyone connected with the industry – from developers, publishers, and service providers to content creators and players. Its initial mission is to create an online destination where people can seek help, gain access to resources and information, and discover stories from real people within and surrounding the games industry, with more detailed policies available via the website. Safe In Our World is a worldwide hub accessible for anyone in need.