

# **\*\*MEDIA ALERT\*\*MEDIA ALERT\*\*MEDIA ALERT\*\***

## **EARLY REGISTRATION NOW OPEN FOR 2011 D.I.C.E. SUMMIT**

*Premier Video Game Industry Gathering Celebrates its 10<sup>th</sup> Year Anniversary*

**WHO:** The Academy of Interactive Arts & Sciences (AIAS), an organization dedicated to the advancement and recognition of the interactive arts, would like to announce that early registration for the 2011 D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, the premier video games industry gathering, is now open!

**WHAT/WHY:** The AIAS is excited to celebrate the 10<sup>th</sup> anniversary of the D.I.C.E. Summit with new special events and an impressive, soon-to-be-announced speaker line-up. The D.I.C.E. Summit is also home to this year's 14<sup>th</sup> Interactive Achievement Awards and the Indie Game Challenge Festival.

The interactive entertainment industry has changed dramatically since the first Summit was held in 2002 – with much of this dynamic growth fueled by its speakers and attendees. Every iteration of D.I.C.E. has been characterized by great topics and memorable presentations - speakers addressing real issues like Mark Cerny's production method, Jason Rubin's "Tara Reid," or Jesse Schell's "Game-a-geddon."

The AIAS created the D.I.C.E. Summit, a high-level interactive entertainment conference to bring together the top video game designers and developers from around the world and business leaders from all major publishers to discuss the state of the industry, its trends and the future. The Summit includes sessions led by the most creative minds in the video game industry as well as leaders from related entertainment fields. Sessions are designed to address the challenges of game creation and inspire new ways of making games.

**WHEN:** Registration begins Monday, October 4, 2010. Remember to book immediately because this event sells out each year. Special dates and events to keep in mind for the Summit:

- D.I.C.E. Summit: February 9-11, 2011
- Interactive Achievement Awards: February 10, 2011
- Indie Games Challenge Festival: February 11, 2011

**WHERE:** Red Rock Hotel & Resort  
11011 W. Charleston  
Las Vegas, NV 89135

Register now at [www.dicesummit.org](http://www.dicesummit.org)

### **PRESS**

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