

Self Magazine launches muscle-flexing game at GDC 2012

March 7, 2012



Work Out in the Park - by Self Magazine

SAN FRANCISCO ([RPRN](#))
03/07/12 — By Ane Howard for
Vator News

Programmers are creating games by women for women

Hoping to reach women with social gaming, Self Magazine a health and fitness publication for women published by Condé Nast

Publications announced today at the Game Developers Conference 2012 the upcoming launch later this month of its first Facebook game inspired specifically by its annual fitness event Workout in the Park .

[Work Out in the Park](#) encourages participants to get out of the gym and into the great outdoors of San Francisco, New York, and Chicago. Self Magazine believes that the new Facebook game will encourage more women to register to its 19th event and serves as an entry point into social gaming for health. The game was conceptualized and created in-house at Condé Nast's office in New York by Laura McEwen partnering with best-in-class partners SMERC, Live Gamer and Kontagent.

McEwen is part of a growing movement of female developers who are creating games for women and girls. Programmers such as Vancouver-based [Silicon Sisters](#) are creating games by women for women and girls, an audience that has historically shied away from the gaming world.

These programmers are challenging head-on an often-held misconception that gaming is for young males, even though women now make up half of all video game players.

Yet the topic of women in games, as players, developers and characters, is the source of ongoing debate in the gaming community, not least because the most dedicated players, the self-professed "gamers," are still predominately young and, or immature males.

But time has changed and now women make up for 50% of the gaming population.

"This game puts SELF on the leading edge of one of the most vibrant consumer experiences just as the market for high-quality branded games, goods and virtual services is exploding," says McEwen via a press statement. "SELF Workout in the Park will have a profound effect on our brand footprint as the number of female gamers has grown exponentially, now representing 55% of the 98 million social gamers in the U.S. SELF is at the right place at the right time—the game is fun, funny, engaging and captures women's passionate interests in fitness, health and wellness."

[Workout in the Park](#) offers its participant an energetic social experience, one where the gamer is fully engaged in customizing its setting, giving her for instance the ability to create her own park and to personalize her avatar to accurately reflect her body type and level of fitness. She can also adjust level of difficulties up or down based on gameplay and connect to it on her mobile phone to continue play on-the-go, purchased branded goods, including athletic apparel, beauty and grooming, lifestyle fashion and accessories, and food and beverage.

The game is scheduled to be released on Facebook on March 19, 2012.

Media Contact Name: Ane Howard

Media E-mail: ane@vator.tv

Media Web Address: <http://vator.tv/news/2012-03-08-self-magazine-announces-muscle-flexing-game-at-gdc-2012>

Main image credits: Self Magazine

About the author:

[RushPR News](#) is a social media newswire service created to help you with content creation and distribution to news outlets and social media networks. RushPRnews can also assist you with your web strategies with experts advices and strategies at an affordable cost. Write us at news@rushprnews.com

Filed Under: [BREAKING NEWS](#), [Technology](#), [New Media - WEB 2.0](#), [Social Media](#), [PRESS RELEASE](#)

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.