

## **Seriously calls on gaming companies to make one Special Day 2020 the biggest ever!**

Seriously, the mobile-first entertainment company and a subsidiary of leading gaming company Playtika, is calling on the global gaming industry to support this year's One Special Day on October 2nd. Participation in this annual and unique initiative could not be easier, providing the gaming industry with an opportunity to come together and unite in their mission to transform the lives of gamers with physical disabilities.

### How it works

By donating sales revenue or participating in other ways – such as through virtual events, promotions and livestreams – industry partners raise vital funds to help the work of leading gaming charity SpecialEffect.

SpecialEffect's mission is to level the playing field for gamers with disabilities, providing accessible and fun ways for gamers of all ages to play their favourite titles, not just watch everyone else have all the fun.

Specifically, this includes providing cutting-edge gaming equipment, such as modified joypads and eye-control systems, tailor-made to each player's individual needs. Additionally, SpecialEffect also helped to develop the Xbox Adaptive Controller which, with iOS 14.0, will make mobile games accessible to disabled gamers [worldwide](#).

### An opportunity to show the gaming industry at its best

As a supporter of SpecialEffect for the past five years, Seriously is calling on fellow gaming companies to come on board as industry partners to make this year's One Special Day the best and biggest yet. Playtika will also be helping to raise awareness about SpecialEffect's services, as well as contributing towards this year's £500,000 fundraising target.

Other gaming companies including Supercell, Rovio Entertainment, Miniclip, Kwalee, Space Ape Games, NaturalMotion, Fingersoft, MAG Interactive, DirtyBit, eRepublik Labs, Lockwood Publishing, First Touch Games, Jagex, and Mediatonic are also already signed up as partners. Seriously is encouraging others in the gaming community to follow suit and join this initiative to increase the meaningful, tangible and lasting impact One Special Day will have on people's lives.

Seriously CEO and co-founder, and SpecialEffect vice president, Andrew Stalbow said, *"One Special Day is our opportunity as an industry to come together and support gamers with disabilities who need our help. Fundraising this year has been negatively impacted by Covid-19, with a number of planned events having to be cancelled. That means One Special Day needs the backing of industry partners now more than ever. I urge any gaming company to come on board and support this vital work"*.

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<https://stage.mediaroom.com/playtika/2020-09-22-Seriously-calls-on-gaming-companies-to-make-one-Special-Day-2020-the-biggest-ever>