What is Pressin' it Forward?

Pressin' it Forward is a campaign that brings together a community of quality aspiring indie game developers who alone cannot reach their full potential, but by working together, can reach their goals.

http://www.pressinitforward.com

What Pressin' it Forward does:

The Pressin' it Forward campaign is about gathering indie games together on one simple and clear website, allowing the general public and the communities of each participating game to have a means of easily viewing quality, hand picked games from aspiring game developers.

The main focus of the campaign is to support games that are of a high standard but are at risk of failing because of a lack of press and exposure. Press and media is a very large part of a successful indie game, almost as important as the game itself. It is vital that quality indie games are not lost because of a lack of press or public awareness.

The idea of this campaign is that the indie games involved will all display a badge linking back to a collection of high quality games. Lower popularity games will benifit from this campaign by receiving extra views/press that they might not have recieved without referals from other games and media. Higher popularity games will be recognised as the benchmark for quality in the indie scene, being hand picked by other indie developers. They will also be seen as being helpful, understanding and supportive of all indie games, big and small.

Games participating in this campaign will be labeled as being of the utmost quality, and the developers recognised for their dedication. They will be deserving of all the public support and press possible to keep them from being lost or abandoned.

Requirements and rules of acceptance:

- Each developer that is participating is required to have the Pressin' it Forward badge/logo on the website of the game linking to the Pressin' it Forward campaign website.

- Each developer can include one game title that must be to a quality standard determined by the Pressin' it Forward staff.

- At least five 'in game' screenshots and one video of gameplay that accurately shows the premis of the game to be submitted.

- Participating games must remind their followers/fans about the campaign through social media or blog sites when possible.

A total of approx. 10 developers can participate in this campaign. In the beginning, Pressin' it Forward will focus on games that have at least some community to boost the creation of the campaign. Then, once Pressin' it Forward is a recognized brand, it can branch out to smaller and smaller developers.

The bigger the Pressin' it Forward campaign becomes the more people it will benefit. This campiagn is a growing and continously developing idea and will improve with the help of dedicated developers and their ideas and support.