

Media Release

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Gamers local tournaments an enterprising idea

Now with 7th generation video game consoles, like PlayStation 3, Wii and Xbox 360 reaching high market penetration, there are tens of millions of video gaming enthusiasts worldwide.

So when Lion Foundation Young Enterprise Scheme (YES) Company, Gamers Paradise recently unveiled its business plan to hold regular console-based video gaming tournaments in Whangarei, the company's directors were justifiably confident they'd find plenty of local enthusiasm for the tournament service they were offering.

Sponsored throughout Northland by Far North electricity generation and lines network company, Top Energy, the YES Programme is a year-long experiential business learning programme, where year 11 through 13 students form start-up companies, become directors and follow their own business plans to develop products/services which they market and sell. The programme is supported in participating schools by teachers and by a Regional Co-ordinator, who arranges directors' seminars, trade fairs, oral and end of year presentations and teacher/mentor training.

Gamers Paradise, which was the brain child of directors Maximillian Herzbruch, Jean-Luc Lawlor, Jason Read and Cohan Bryers from Whangarei Boys High School, runs weekend gaming tournaments exclusively for students of Whangarei Boys and Girls Highs. Participating students pay an entry fee, which allows them to play all day. The company has added an additional competitive element to the service, by providing prizes as a further incentive to get enthusiasts involved.

Gamers Paradise Managing Director, Jean-Luc Lawlor says the idea of holding video gaming tournaments is not new, as many video game manufacturers use the idea as a marketing tool to launch new games onto the market. "We've adapted the idea to get like-minded people together. We're more like a social service in that our gamers come together for the social aspect and to compete against each other. Last week we had 16 gamers all connected at the same time. It was full-on and they really enjoyed it", he said.

Says Top Energy Chief Executive, Russell Shaw, "We see YES as a powerful, hands-on learning experience for Northland's young people. The programme teaches them about the business world

and helps them develop enterprising minds. It also gives them insights into the dynamics of how people have to find ways to work together, to achieve their business goals”.

Shaw also believes the YES Sponsorship fits well with other educational programmes his company sponsors in the Far North; WaterSafe - which teaches primary school children graduated learn to swim and personal water survival skills and the Far North Science & Technology Fair - which is an effective hands-on way to promote science and technology to secondary school students, while helping them to develop investigative and problem-solving life-skills. END.

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Image:



Gamers Paradise directors, Jean-Luc Lawler and Jason Read.