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FOR IMMEDIATE RELEASE

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Nairobi, Kenya - Usawa Game Launch: A Groundbreaking Initiative to Combat Descent-Based Slavery

Nairobi Game Development Center is set to host a historic event on Saturday, September 30th, as Jiwe Studios and partners proudly unveils the Usawa Game, a powerful and innovative tool aimed at raising awareness about the enduring consequences of descent-based slavery and inspiring players to join the fight against its perpetuation. This groundbreaking project is the result of a collaboration between Jiwe Studios, SOAS University of London, Malian NGOs Donkosira and V4T, Kasart Media, and Kerdooff Productions, generously funded by UKRI.

Descent-based slavery, a tragic historical legacy that still affects countless individuals today, serves as the central theme of the Usawa Game. This serious game, designed and produced in Africa, takes players on an educational journey through an Afro-futuristic environment. Players will engage in a series of thought-provoking mini-games, all while immersing themselves in a compelling narrative that sheds light on the deep-seated issues surrounding this devastating phenomenon.

The Usawa Game draws its inspiration from qualitative research and firsthand narratives shared by young Malian villagers within their communities. These narratives formed an integral part of the Djonya Kêlè Ja Toulon project, aptly titled "Gaming against slavery." By delving into the rich cultural tapestry of Mali and the African continent, the game aims to foster a deeper understanding of the historical and contemporary complexities associated with descent-based slavery.

Key Highlights of the Usawa Game:

- An Afro-futuristic setting that transports players into a visually captivating and immersive world.
 - A compelling storyline that invites players to become actively involved in the fight against slavery.
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- Mini-games that challenge players' wits and decision-making abilities, all while educating them about the consequences of descent-based slavery.
 - A collaborative effort between Jiwe Studios and esteemed partners, showcasing the power of international cooperation in addressing critical global issues.

The Usawa Game launch event promises to be a momentous occasion, with prominent speakers, interactive demonstrations, and a firsthand look at the game's captivating gameplay. It is an opportunity for attendees to witness how technology and storytelling can be harnessed to create meaningful change and promote social justice.

Join us on Saturday, September 30th, 10 am at Nairobi Game Development Center, as we take a significant step towards combating descent-based slavery through the innovative and engaging Usawa Game.

For more information, please visit www.jiwe.studio/stories/usawalaunch

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About Jiwe Studios:

Jiwe Studios is a pioneering game development company based in Africa, committed to creating impactful and educational gaming experiences that address pressing social issues. Their mission is to leverage the power of gaming to inspire positive change.

About SOAS University of London:

SOAS University of London is a leading institution in the study of Asia, Africa, and the Middle East. It is renowned for its commitment to global issues and cross-cultural understanding.

About Donkosira and Voice4Thought Académie (V4T):

Donkosira and V4T are non-governmental organizations in Mali dedicated to empowering communities and promoting human rights.

About Kasart Média and Kerdoff Productions:

Kasart Média (Mali) and Kerdoff Productions (Senegal) are prominent media and production companies contributing their expertise to the Usawa Game project.

About UKRI-AHRC:

UK Research and Innovation (UKRI) is a government agency funding research and innovation projects in the United Kingdom, supporting initiatives that address critical global challenges.



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