
Draw Your Own Video Game with Adventure Time Game Wizard

Monday, January 19, 2015

Draw Your Own Video Game with Adventure Time Game Wizard Cartoon Network Games Partners with Pixel Press to Create Mobile Magic

Further solidifying its position as a world-class mobile game publisher, Cartoon Network Games today announces the global launch of its new offering, *Adventure Time Game Wizard*. Coming to the App Store, Google Play and Amazon across the world, this innovative title encourages players to draw their own *Adventure Time* game levels with a pencil and paper. The Pixel Press capture technology brings the game design to life on a mobile device, where it can be played, shared with friends and published online for fellow gamers to see.

The partnership between Cartoon Network Games and Pixel Press is a natural fit. *Adventure Time* mobile games have historically been top performers for the network, with both *Adventure Time: Card Wars* and *Beemo* ranking as #1 Top Apps in the App Store. Additionally, the most popular gaming franchise on CartoonNetwork.com is *Game Creator*, with more than 2.6 billion total game plays. *Adventure Time Game Wizard* merges the beloved animated series with the fans' desire to create, making an app wholly unique to the mobile marketplace.

The user-generated levels become part of a story where Finn and Jake happen upon a magical sketchbook (property of a brand-new character, the mysterious Doodle Wizard) and quickly discover that anything drawn in the book comes to life. Without hesitation they begin to sketch up their own adventures and watch as their drawings run around the pages right before their eyes... but it isn't all fun and games, as it seems a nefarious presence lurks within the sketchbook's pages.

Grumpyface Studios, the team behind *Ghost Toasters - Regular Show* and *Mutant Fridge Mayhem - Gumball*, bridged Pixel Press' technology and Cartoon Network's characters adding animation, interface, story and game design. Favorite *Adventure Time* characters are reimagined as pencil drawings, giving them a new look that can only be seen in the *Game Wizard* universe.

Adventure Time Game Wizard is available now for \$4.99, and a full starter kit with tutorial and special branded paper is available at www.atgamewiz.com.

About Cartoon Network Digital:

Cartoon Network Digital oversees the management and production of content for the channel's official site, CartoonNetwork.com, and all of the network's mobile properties. A top industry website, CartoonNetwork.com features a roster of 344 free-to-play online games and the *Game Creator* franchise has generated more than 2.6 billion game plays and nearly 13 million custom games created by fans to date. In 2014, Cartoon Network Digital launched Cartoon Network Anything, a micro-network marking a new era in platform-specific design that was named one of Google Play's Best Apps of 2014. There are currently 27 Cartoon Network apps in the Apps Store, accounting for nearly 32 million total downloads globally as of January 2015.

About Cartoon Network:

Cartoon Network (CartoonNetwork.com) is regularly the #1 U.S. television network in prime among boys 6-11 & 9-14. Currently seen in 97 million U.S. homes and 194 countries around the world, Cartoon Network is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for kids and families. In addition to Emmy-winning original programming and industry-leading digital apps and online games, Cartoon Network embraces key social issues affecting families with solution-oriented initiatives such as Stop Bullying:



Speak Up and the Move It Movement.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

CONTACTS:

Follow us @CartoonNetPR