



- Enterprise **PRESS RELEASE**

date – for immediate release

Council uses viral game to teach children about new cultural centre

A Welsh council is using a viral game to educate local children about a new creative and cultural centre being built.

Carmarthenshire County Council wanted to raise awareness of the centre called The Works, among 8 to 16 year old children. It also wanted to encourage valuable feedback.

It contracted Scottish software and game development business [T-Enterprise](http://www.carmarthenshire.gov.uk/theworks) to create the game, now available at <http://www.carmarthenshire.gov.uk/theworks>.

T-Enterprise's Zarrar Chishti said: "The point of this centre is to nurture the talent of local young people and help them find creative opportunities. The best way to reach young people is with clever use of computer games.

"This game helps them create their own theatre stage, then learn more about The Works."

The centre being created will house a contemporary state of the art 550 seat theatre, and a 240 seat studio theatre to showcase local talent.

There are also dance studios, rehearsal spaces, and a multimedia and digital suite.

The game has been built in Flash and runs in a normal internet window. Youngsters are given an empty theatre which they can then decorate and fill with seats, lights, speakers and a performance.

Items can be dragged all around the virtual theatre and placed anywhere.

The Works co-ordinator at Carmarthenshire County Council, Lois Walters, said: "This is proving a very successful form of interactive advertising. The game is on our website and gives us the opportunity to consult with children in every primary, secondary and special needs school in the county."

Six people work at T-Enterprise. The firm was set up in 2001 by husband and wife team Zarrar and Sadia Chishti.

It builds specialist software for desktop and internet applications, plus high end website design and development.

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NOTES TO EDITORS

- For any further information please contact Paul Green on 08452 303049 or email press@publicityheaven.com