



### **Icey Monty and Derp Studios scoop a month's free PR in Swan PR Competition**

Train2Game student studios beat stiff competition to win free PR services from the leading technology and gaming PR firm

21/032014: Judges couldn't separate the two potential winners of The Swan PR competition, deciding the best thing to do was to have two winners. Both studios will now have PR packages designed for them and Swan PR's support for a month of PR activity. Icey Monty wowed the judges with its online games website Gamonaut, which releases a new title every week. Whereas Derp Studios impressed the judges with its 2 Souls game, which has players controlling two characters in a platform puzzler.

Harry Cole, Operations Director, Swan PR: "When we launched the competition we didn't know what to expect from the students, but as soon as the entries began to come in, we were delighted at the standard across the board. We selected Derp Studios and Icey Monty as their titles were what we would describe as 'ready to go to market,' we played the games and straight away saw their potential. We can't wait to start working with both teams."

Christopher Ledger, CEO, Derp Studios: "We are extremely happy to be joint winners with Icey Monty (well done guys!), it has been a challenging few weeks. We would like to say a massive thank you to Nicola and Darroch for their hard work on developing such a great title and seizing the opportunity to use this competition as a boost to our studios success."

Nick Walker, Director, Icey Monty: "We're extremely grateful for the fantastic opportunity that Train2Game and SwanPR have generously awarded us. We would also like to congratulate Derp Studios, as they deserve this success. It's a humbling surprise to all of us at Icey Monty Ltd, including our partner at Gamonaut. We look forward to the coming month!"

The Swan PR team will be taking the studio's games to UK press for reviews and features, as well as advising on social media. The studio's creations will feature in blogs and on websites, getting the much needed publicity that will result in titles getting in the hands of gamers. Introductions will also be made to business connections to give the teams further support in releasing their titles.

Watch this space as Swan PR will continue to announce more details of the winning studio's games.

Links: <http://www.train2game.com>, <http://www.iceymonty.com/>, <http://derpstudios.com/>, <http://www.swanpr.co.uk/>, <http://www.gamonaut.com/>