Activate! Game Development Curriculum to Teach Game Design to Nearly 500 Students at Middle School

SUNNYVALE, Calif. -- (BUSINESS WIRE) -- AMD (NYSE: AMD) announced that Activate!, an interactive Web site that enables kids to easily design and program video games, has been translated into Mandarin and is being deployed at the not-for-profit Dandelion Middle School in Beijing.

Activate! is primarily targeted for children ages 13 to 15 and is being used via the school's Intranet. Activate! also contains tutorials for making games, example games for users to play and features a gallery of user-generated games. Four, one-week long workshops to teach kids how to design games using the Activate! game development tool commences today at the school. The workshops will be taught by instructors from Parsons The New School for Design and are estimated to reach about 480 students.

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This project represents the first deployment of AMD's signature initiative, AMD Changing the Game, in China, a critical market for AMD. AMD Changing the Game grew out of AMD's longstanding commitment to education and its expertise in the gaming industry. It helps improve children's critical science, technology, engineering and math (STEM) skills and encourages kids to become more globally conscious citizens by enabling them to develop digital video games with social content.

The Dandelion Middle School workshop supports "Taking Root in China, Winning the Future Together," a strategy that helps ensure AMD China's business goals align to the goals of the greater IT industry in China.

"This program at the Dandelion Middle School is an important collaboration to teach students valuable technical skills, and may ultimately lead them to become productive future contributors to China's growing IT economy," said Karen Guo, senior vice president and president, AMD Greater China.

"Youth game development is an important learning vehicle around the globe, and we are thrilled to be able to translate and broaden the availability of Activate! to students in China," said Allyson Peerman, President, AMD Foundation. "Activate! is a key tool to expand AMD Changing the Game and we also hope this project signals the beginning of a deeper collaboration with Chinese partners to advance youth game development."

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