



FOR IMMEDIATE RELEASE

## **Ai's Adventure Game Now Available on iOS and Android**

### **Lucas Films Veteran Kalani Streicher Creates New Game Based on New York Times Bestselling Author Craig Bouchard's Children's Book "Adventures of Ai"; The "World Charity Cup" Competition of Video**

CHICAGO, IL— Jul 17, 2014 — Craig Bouchard and Kalani Games today announced the launch of the "Ai's Adventure," a 3-D mobile game available on iOS7, Android, Samsung and Kindle. The unique game includes interconnective elements with the Adventures of Ai online experience ([www.adventuresofai.com](http://www.adventuresofai.com)), expected to gather game players across four continents in one online location. Using Google Translation technology, teenage players everywhere can communicate in a blog, breaking video game cultural barriers.

The game offers a highly interactive experience traveling inside the world of Ai, based on the children's fantasy book written by New York Times Best-Selling Author Craig Bouchard. Players ride, run or soar with Ai discovering a world of natural challenges and haunting music never before experienced in a game.

In Ai's Adventure, every player has a chance to play for his or her country, and make an individual difference for sick or disadvantaged kids around the globe.

"The Ai franchise provides an opportunity to join a global movement to empower young children to become strong, independent and educated in history, mathematics, music and the arts. It's also a way to give back and support children in need," said Bouchard. "By offering Adventure of Ai fans new ways to connect, we're creating immersive digital experiences that further enhance the lives of culturally diverse families; kids and their loving parents."

Enhanced with stunning graphics and original artwork, the magical adventure captures the captivating journey of Ai, an 11-year-old Japanese girl who lived in the year 1514. The video game was produced in partnership with Kalani Streicher, creator of the ground-breaking games Star Wars, The Empire Strikes Back and the Indiana Jones games for Lucas Films. Ai's Adventure is an engaging experience featuring a soundtrack produced by 15-time Grammy Award winner Humberto Gatica.

Global charities benefiting disadvantaged children and young adults will benefit from 20% of revenues of the book, music and game. When children play the game, their scores are recorded on the Adventures of Ai website for the benefit of their country total. Ten percent of net revenues earned in each country during the competition will be donated to the selected charities within that country. Ten percent of the global revenue during the competition will be donated to the charities in the country that records the highest average player scores. Thus, any country can win the "World Charity Cup," and every child playing the game matters. A global transmedia project of this scope has never before been attempted.

The video game "Ai's Adventure" features an original soundtrack with two original songs produced by 15-time Grammy Award winner, Humberto Gatica, whose genius was behind some of the greatest music of the all-time, including the record-breaking "Titanic" soundtrack, and music by Michael Jackson, Selena, Celine Dion, Andrea Bocelli, Barbra Streisand, Chaka Khan, Cher, Destiny's Child, Madonna, Elton John, Josh Groban, Lionel Richie, Mariah Carey, 'N Sync, Metallica, Tina Turner, and Whitney Houston.

# THE ADVENTURES OF AI



"Before I Die Young" Vocals by Kiley Dean, Produced by Humberto Gatica

"Free at Last" Produced by Humberto Gatica and Randy Kerber

The full soundtrack is now available on iTunes.

## About Ai's Adventure [Game]

The book's corresponding video game is based on the novel and created by Kalani Streicher, producer of the ground-breaking games Star Wars, The Empire Strikes Back and the Indiana Jones games for Lucas Films. Titled Ai's Adventure, the game is an engaging experience featuring a soundtrack produced by 15-time Grammy Award winner Humberto Gatica, the game is available for iOS, Android and Kindle. For more information, visit [www.adventuresofai.com](http://www.adventuresofai.com).

## About the World Charity Cup

When children play Ai's Adventure, their scores are recorded on the Adventures of Ai website for the benefit of their country total. Ten percent of net revenues earned in each country during the competition will be donated to the participating charities within that country. In addition, ten percent of the global revenue from the book, game and music earned during the competition will be donated to the charities in the country that records the highest average player scores. Thus, any country can win the "World Charity Cup," and every child playing the game matters.

## About the Adventures of Ai [Book]

The Adventures of Ai is an ebook written by international entrepreneur and New York Times best-selling author Craig Bouchard. The story is a part non-fiction and part fiction fantasy subtly designed to prepare pre-teen girls and boys for the pressures they will encounter as they grow up. Incorporating art, history, poetry, music and mathematics, the unique novel encourages children to unlock their potential. Released in six languages, The Adventures of Ai is a story of empowerment that transcends boundaries. For more information, visit [www.adventuresofai.com](http://www.adventuresofai.com).

