

Storytelling for the Next Generation

Harnessing the power of video games
to share and celebrate cultures

Presented by

Gloria O'Neill

President & CEO



Cook Inlet Tribal Council



30-year-old organization serving 12,000+
Alaska Native and American Indian people annually

- **educational services**
- **child & family services**
- **employment training**
- **recovery & re-entry services**

Cook Inlet Region

Southcentral Alaska



A New Model of Self-sufficiency

- CITC provides critical services **delivered in unique ways**
- CITC wants to control its own destiny, reduce dependency on grants and non-sustainable funding streams



Embracing Technology



- CITC Board embraced technology as a tool to preserve culture, reach our youth and advance CITC's vision
- engagement can lead to empowerment

Our Goal



- Strategic investment that generates revenue to support CITC programs

Why Video Games?



- video games are a new way to share traditional wisdom
- games are a big industry; continues to grow
- Upside in education market for well-designed games that engage youth and educators alike

Sharing Cultures Through Games

- video games can be seen as a modern iteration of the oral tradition
- we make games that leverage technology to share timeless, living stories with the world
- commitment to inclusive intergenerational sharing of values



“Never Alone”



- released internationally Nov. 18
- cooperative puzzle-platformer adventure game set in the Arctic
- inspired by traditional stories, narrated in Iñupiaq
- created through inclusive development process

Telling our story in our voices

- reached out to **elders, youth, storytellers** and **culture bearers** for guidance, perspective and insight
- unique process for video games



A New Game, Made Differently

- to involve members of the Alaska Native community in meaningful ways
- **3 dozen Alaska Native people** teamed up with game designers during the scope of the project
- Deep partnership that reflects the value of interdependence



Meaningful Involvement

Culture Bearers, Elders, Storytellers



A New Paradigm for Video Games

- pioneering the new genre **World Games**
- sharing cultures from around the world in compelling, engaging ways
- pairing world-class game talent with indigenous experts
- generating awareness to Arctic people's culture, wisdom and innovation





NEVER ALONE

< K I S I M A I N N I T C H U N A >

700+

reviews and feature
articles in popular media
and gaming press

millions

of views of player
created videos on
YouTube

185K+

copies sold in first 90 days and
project 1 million copies
distributed by end of year one

50+ “Best of 2014” lists
including Time, New Yorker,
Guardian, Kotaku, World Magazine

Nominated in **every major
game industry award
program** for 2014 games

Best Debut Game

2015 British Academy of Film and Television Arts (BAFTA)





Quyana

Thank You

neveralonegame.com

citci.org
elinemedia.com