



Media release from Biovision Foundation

## **Outbreak Responder – The Game about the Fight against Malaria**

Zurich, 4. February 2014 – **Outbreak Responder shows in a playful way how to combat malaria in Africa sustainably. Biovision Foundation, which has a number of anti-malaria projects in East Africa to eliminate this deadly disease, is launching this game in Switzerland together with the developers [CodeSustainable](#).**

Outbreak responder is a time management game that is set in a malaria project. The game shows the main interdependencies between the various actions taken and their effect in the fight against malaria.

In order to help the local population, three main principles apply in this game:

- Information about Malaria
- Prevention
- Treatment

At first, the trust of the local population must be won. Then stagnant ponds must be eliminated as they are the breeding sites for the Anopheles mosquito. This is followed by a combination of more information and preventive measures in order to eliminate the disease step by step.

But the game also has its impact on reality, as Outbreak responder offers more than just entertaining gaming. Of each in-app purchase, five percent are donated to real malaria prevention projects. The partners in this scheme are being presented in the game and are given the opportunity to present their projects. The gamer decides how the donations should be split between the projects – all this is part of the app, which will be launched worldwide in a second phase.

Outbreak Responder is available for downloading from the Swiss app store immediately for [iPhone](#) and [iPad](#). An Android version is to be launched shortly.

You can find a more elaborate description of the game, including a descriptive clip, on <http://www.outbreakresponder.com>.

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