



FOR INFORMATION, CONTACT:
A. Larry Ross Communications
Julie Shutley 972.267.1111
julie@alarryross.com

FOR IMMEDIATE RELEASE

Social Gaming Offers New Outlet to Share the Bible

Journey of Moses developer discusses how to use games as ministry

WHAT: In today's media-saturated world, Christians must find creative ways to reach people with the Gospel message where they are. Brent Dusing, the creator of the first biblically based Facebook game, Journey of Moses, believes there is a great opportunity to creatively share the message of Christ with social gaming.

Social gaming requires interaction with other players -- relationships are built, conversation is generated and opportunity for discussion about spiritual matters is presented. Considering this aspect of this new, growing industry, the possibilities for outreach, spiritual growth and ministry through social gaming are endless.

"One of our biggest objectives with *Journey of Moses* is to help players 'get inside the head' of Moses. We want to explore the very human emotions that Moses must have experienced in his life," Dusing said. "We want players to appreciate Moses' faith walk was very similar to that of others: full of ups, downs, obstacles, and ultimately a maturity to trust in the Lord."

While all games should be built for fun, it is possible to make a game fun as well as provide opportunities biblical learnings and outreach to non-believers.

WHO: Brent Dusing is the founder, chairman and CEO of Hexify. Fueled by his passion for games, Dusing started Hexify in 2010, quickly building a name in the social gaming industry. [Hexify](#) recently launched a new game, [Journey of Moses](#), to meet a void in the market for a biblically based game.

Dusing is a believer, who understands that main purpose of entertainment is enjoyment, but also believes it can be used to share the Gospel message.

WHEN: By appointment

WHERE: Via phone, Skype or in studio.

DETAILS: Social gaming – web-based games that are played on social networks – has over 300 million people worldwide *every week*. Since the industry's inception in 2007, it has rapidly become a \$1.5 billion industry. A recent Nielsen study showed that more people are spending time online playing games than reading email, searching through news and reading about current events.

[Hexify](#) has developed a new game, [Journey of Moses](#), to meet a void in the market for a biblically based game. Players will experience the many twists and turns as they explore milestones in the life of Moses - from growing up in the king's house as an Egyptian to his exile in the wilderness. Then, after an encounter at the burning bush, Moses' life is changed and he eventually leads the Israelites out of Pharaoh's rule.

To play the game, visit:

http://apps.facebook.com/journeyofmoses/?ref=bpr_aam.