

in aid of

CANCER RESEARCH UK



**LAW37**  
**CREATE**  
**COMPELLING**  
**SPECTACLES**

## Operation: Sleeper Cell Press Release

**Operation: Sleeper Cell** is the world's first massively multiplayer game designed to raise money for charity. Created by Law 37, **Operation: Sleeper Cell** will see teams of players from around the world working together to solve 'puzzle cells' in a grid. By donating money to the game, they can unlock extra cells for all players, and also advance the story, which takes place over websites, blogs, Twitter and even in real life.

Cancer Research UK, the world's leading independent organisation dedicated to cancer research, will be receiving all profits from the game. Kevin Waudby, Head of Innovation from Cancer Research UK said “**Operation: Sleeper Cell** breaks new ground for Cancer Research UK. It creates a cutting edge way of raising money and provides an opportunity to tell people about our work and key health messages. We are delighted that the Law37 team have created this game in aid of Cancer Research UK. We hope it will not only reach new audiences, but also entice our existing supporters to get involved, have fun and raise vital funds for our work.”

While many games have been created to raise awareness for charities, **Operation: Sleeper Cell** is the first to incorporate fundraising directly. Players can raise money on their own or in teams, and can also be sponsored by their friends and family. Within the game, these donations will be used to unlock new puzzles and story fragments. In addition to direct donations from players and their friends, sponsors will also be able to buy advertising 'cells' on the game's front page.

**Operation: Sleeper Cell's** story is central to the game, with a lighthearted comedy spy theme. Taking on the role of recruits for The Agency, a bumbling but loveable spy organisation, players have the goal of defeating the forces of 'E.V.I.L.' by solving dozens of puzzles, spreading loveliness, and performing acts of kindness both online and in the real world.

**Operation: Sleeper Cell** will run for ten weeks, ending with a live event finale held in London on 29th November.

Law 37 were winners of last year's *Let's Change The Game* competition. The competition, run in association with Cancer Research UK, hopes to create a whole new way for charities to connect and communicate with potential donors using massively multiplayer online games. A group of unpaid volunteers based in the UK and abroad, Law 37 is made up of programmers, writers, designers, students, mothers, and fathers. Starting with just four members in 2007, Law 37 has grown to include around twenty people.

The founder of *Let's Change the Game*, Adrian Hon, said, "Along with raising money for the vital cause of cancer research, **Operation: Sleeper Cell** shows that games can be a real force for good in the world. Games are often seen as childish distractions or used as scapegoats - what Law 37 have achieved, unpaid, with **Operation: Sleeper Cell** is a powerful rebuttal to that."

**Operation: Sleeper Cell** may just change charity fundraising, forever.

## For more information, visit:

<http://www.operationsleepercell.com>

<http://www.law37.com>

<http://www.letschangethegame.org>

<http://www.cancerresearchuk.org>

or contact [press@law37.com](mailto:press@law37.com)

For press enquires regarding Cancer Research UK please contact Jane Warden or Claire Fleming at the Cancer Research UK press office on 020 7067 8302 / 020 7061 8076



## Frequently Asked Questions

*Who came up with the idea for the game originally?*

The original idea was created by Guy Parsons, former leader of Law 37. All of the volunteers in the group have also been key in developing the game design and story into reality.

*How much money does the game aim to raise?*

One million pounds! Seriously though, there is no set goal. This is the first game of its kind and it is difficult to judge the response in advance.

*How much has the game cost to produce?*

Almost nothing. Everyone working on the game has given their time freely. Other than a budget of £1000 from the Let's Change the Game competition, the game has been developed using in-kind donations.

*What involvement have Cancer Research UK had in the production of the game?*

Cancer Research UK have been in constant communication with the development team, and have been extremely helpful and supportive. However, they have not been involved in actual production.

*How many people are you hoping will play the game?*

We believe that at least several thousand people will play the game.

*How long will the game run for?*

Ten weeks, launching on Tuesday 23rd September and ending on Saturday 29th November.