

Bydgoszcz, February 27, 2017

**Highway Getaway release due next month!****The promotional campaign takes off.**

The banner features a yellow sports car, stacks of green cash, and a roulette wheel. Text includes 'HIGHWAY GETAWAY CHASE TV', 'PRE-REGISTER NOW AND WIN GREAT PRIZES', 'UNIQUE ROCKET GETAWAY CAR', '\$5000 OF IN-GAME CASH', '5 LOTTERY SPINS', and 'VISIT HIGHWAYGETAWAY.EU'.

March the 9th is the date when Highway Getaway, a racing game from Vivid Games' publishing portfolio, will become available to download from App Store and Google Play. To intensify the promotional campaign, a pre-registration activation was launched, the aim of which is building a community around the game before its release.

Highway Getaway is an action racing game, combining gameplay mechanics of endless runner and racing game genres. The aim of the game is to drive as far as possible while running from a police chase. The game features hundreds of missions, multiple vehicles and 3 courses, where players can compete against each other's scores. Every race presents a lot of different mechanics and performance-enhancing boosts.

The monetization potential has been balanced between in-app purchases and ad serving. The game supports a wide range of devices and the download is under 100 MB.

*- We aim to reach a wide audience interested in short racing-themed game sessions. The gameplay and monetization is transparent; the game is highly optimized and has low hardware requirements, despite its high visual quality. We believe, that the game presents high potential, which we aim to utilize for a long time - Remigiusz Koscielny, CEO, Vivid Games*

The promotional campaign will cover a VIP Club preregistration, offering unique in-game prizes after the launch, and a global Grand Tournament with physical, valuable prizes. The game will also be presented this week during GDC Conference in San Francisco.

*- Development-wise, Highway Getaway is finished; currently we're doing some fine-tuning and focusing on promotional activities. We aim to wrap everything up until the release date - Jan Chichlowski, Product Manager, Vivid Games*

The release date is set on March the 9th for iOS and Android.

Visit our pre-registration site [highwaygetaway.eu](http://highwaygetaway.eu) and the game's Facebook Fanpage.

Other Vivid Games releases are coming really soon. Real Boxing Manny Pacquiao will debut April the 20th, two days before Manny's next fight. In June the biggest and highly anticipated game is scheduled for launch - Metal Fist: Urban Domination.

\*\*\*

## **Vivid Games**

Vivid Games is one of Europe's premier emerging independent development studios and publishers, with a passion for accessible and engaging gaming at the heart of its philosophy. Founded in 2006, with offices located in Bydgoszcz and Warsaw, Poland, the company makes a valuable contribution to the worldwide games development community. Vivid Games has become renowned for its specialization in cross-platform development, working both with licensed brands such as ROCKY™ franchise and exciting new IPs of its own.

## **Media Contact**

**Bożena Rudyk, PR Manager**

bozena.rudyk@vividgames.com, +48 883 369 632