**The Town of Light Marketing Text**

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| **PRODUCT NAME**  | The Town of Light |
| **Pre-amble** | The Town of Light is inspired by real places, facts and extensive research into mental health issues and the lives of patients in asylums from the early 1900s to their closure. The game contains content of an adult nature and is intended for adult audiences only. Characters and names are a pure work of fiction and are used for narrative purposes.Whilst this game uses an artistic interpretation of former psychiatric institutions for dramatisation purposes, we would like to acknowledge the tremendous effort and advancements in mental health services around the world. If you feel affected by any of the issues portrayed, we strongly advise you to seek help from a health professional. |
| **Box Strap** | Inspired by real places and true events |
| **What is…** | *The Town of Light* is a first-person psychological story driven adventure game inspired by true events. |
| **USP** | * **Inspired by true events.** The Town of Light finds its setting at the Volterra Psychiatric Asylum, Tuscany, Italy. In operation for close to a century the asylum closed in the late 1970’s following a law passed by the Italian government, ordering closure of such facilities and returning patients their human rights. The site remains to this day, with both the building and the ordeals of the patients held there having been painstakingly reconstructed, to tell their stories.
* **See the world through the eyes of Renée** a 16-year old girl suffering from mental health issues. Inspired by true accounts of the Volterra asylum, discover the secrets of her past, find what was once lost and uncover the truth of the Town of Light.
* You will guide Renée through her discoveries helping her to come to terms with truths and rationalizing her most confused thoughts – **your choices will influence Renée and the story that unfolds**.
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| **10 Words** | Guide Renée as she searches for answers to the questions of her past. |
| **25 Word** | Play through the eyes of Renée, a 16-year-old girl suffering from mental illness, as she searches for answers to the questions of her past. |
| **50 Word** | Play through the eyes of Renée, a 16-year-old girl who suffers from the symptoms of mental illness, as she searches for answers to the many questions of her past, exploring the place where she spent her youth.  |
| **100 Word** | Play through the eyes of Renée, a 16-year-old girl who suffers from the symptoms of mental illness. She is searching for answers to the many questions from her past, whilst exploring the place where she spent most of her youth. Guide Renée through a dark and emotional journey where the lines between entertainment, storytelling and reality blur.Based on extensive research and inspired by real events, The Town of Light is a first-person psychological story adventure game set in the Volterra Psychiatric Asylum, based in Tuscany, Italy. Explore the asylum as it stands to this day and uncover the good and bad in human nature. |
| **Full Description** | Play through the eyes of Renée, a 16-year-old girl who suffers from the symptoms of mental illness. She is searching for answers to the many questions from her past, whilst exploring the place where she spent most of her youth. Guide Renée through a dark and emotional journey where the lines between entertainment, storytelling and reality blur.Based on extensive research and inspired by real events, The Town of Light is a first-person psychological story adventure game set in the Volterra Psychiatric Asylum. Based in Tuscany, Italy, the asylum was shut down in the late 1970's by a law from the Italian government instructing all asylums to close and give back patients their civil rights.Explore the asylum as it stands to this day and uncover the good and bad in human nature. |
| **Key Features** | * Experience the world through the eyes of Renée, a 16 year old girl suffering with mental illness as she tries to reconstruct her past
* Explore the ruins of the Volterra Psychiatric Asylum and travel back to experience the lives of patients as inspired from historical records
* Forge Renée’s path, steer her emotions and rationalise the truth to reveal a unique non-linear storyline
* New enhanced version of The Town of Light including new music, story elements, user interface and more
* Uncover the pages of Renée’s Diary within the game world as you piece together her story
* Original soundtrack
* The Town of Light is based on the horrors of the real world and the difficulties of mental illness.
* Rich and immersive 3D world
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| **Reasons to Return** | * Discover more of Renée’s story with new, never before seen story elements
* Unearth the pages of Renée’s diary to complete her story as you explore the Charcot
* Listen to Renée’s dramatic diary reading
* More objects and detail have been added to the Charcot making it a more authentic experience
* A number of graphical and user interface enhancements
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| **Press Quotes** | “Sometimes the terror isn’t in the fictions our minds create, but in the cruel realities of the real world we live in.” – **Cinemablend**“LKA.it has crafted a modern masterpiece examining real-world horrors. “ – **Haogamers**“There's every chance The Town of Light could end up getting under your skin.” – **EDGE**“a shining example of how a psychological thriller game should be” – **Invision Community**“Well narrated and emotionally engaging” – **Game Reactor**"One of a Kind", "I want you to play it" – **PC Gamer**“An impactful exploration of mental health that presents a very different kind of horror.” – **Eurogamer Recommended** |
| **Format(s):** | **Xbox One** | **PlayStation® 4** | **PlayStation® 3** | **PlayStation® Vita** |
|  | **PC (Steam)** | **Xbox 360** | **Nvidia Cloud Gaming** | **Mac** |
|  | **Linux** | **Nintendo 3DS** | **Windows 10** | **Others** |
| **Age Ratings (TBC):** | **PEGI 18** | **ESRB M** | **USK 18** | **OFLC MA 15+** |
| **Languages (Text)** | * English | French | Italian | German | Spanish, Portuguese (BR)
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| **Languages (Audio)** | * English | Italian | German
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| **Copyright short** | © 2017 LKA.it. |
| **Developer name / Publisher** | LKA.it  |
| **Developer URL** | <http://www.lka.it/>  |
| **Publisher** | Wired Productions  |
| **Publisher URL** | [www.wiredproductions.com](http://www.wiredproductions.com)  |
| **Release Date** | Q2 2017  |
| **Official Website & Forums** |  [www.thetownoflight.com](http://www.thetownoflight.com)  |
| **Social Channels** | * Facebook – <https://www.facebook.com/thetownoflight>
* Twitter – <https://twitter.com/thetownoflight>
* YouTube – (the Town of Light – <https://www.youtube.com/thetownoflight>)
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| **About LKA.it**  | LKA.it is an independent game development studio based in Florence, Italy. LKA.it was founded in 2014 by the veteran artist Luca Dalcò, with a clear objective, to create strong story driven gaming experiences. The Town of Light was first launched on PC in early 2016 and was critically acclaimed and loved by a dedicated community of gamers, and fills the gap between gaming and reality, creating a compelling narrative experience based on real facts and events.For more information visit www.lka.it. |