



THE PALEY CENTER FOR MEDIA

PALEYGX THE ULTIMATE VIDEO GAME EXPERIENCE TO DEBUT AT THE PALEY CENTER FOR MEDIA

Paley GX Connects Visitors to Gaming Experiences from the Top Names in Gaming Including Nintendo Switch, PlayStation, Xbox, PC Gaming, and Oculus Virtual Reality

Games Featured Include: *Fortnite, Minecraft, Overwatch, FIFA 2018, Mario Tennis Aces, Marvel's Spider-Man, Lego Marvel Super Heroes 2, Just Dance 2018, Madden NFL 19, MLB The Show 18, NBA 2K18, NHL 18, and Many More*

The Immersive and Free Experience Kicks Off September 7, with an Opening Launch Party Featuring the Most Influential Celebrity Players and Content Creators, Meet and Greet with the New York Red Bulls, Music, Snacks, and More!

August 22, 2018, New York, NY – The Paley Center for Media today announced the launch of *PaleyGX: Your Ultimate Gaming Experience*, an exciting new destination for gamers and families. This immersive and free experience features the hottest video games geared toward all age levels, for both casual players and avid gamers, across multiple platforms including Nintendo Switch, PlayStation, Xbox, high-performance PC gaming, and cutting-edge Oculus virtual reality.

“Video gaming culture has grown exponentially over the past few years and we’re thrilled to connect gaming fans to the hottest games on the market,” said Maureen J. Reidy, the Paley Center’s President & CEO. “PaleyGX continues the Paley Center’s tradition of creating memorable and immersive experiences that connect visitors to cutting-edge media platforms and technologies.”

Visitors to PaleyGX can play today’s most popular games in four areas within the Paley Center including on the big screen in the Bennack Theater. The initial games featured in *Paley GX* include *Fortnite, Minecraft, Overwatch, FIFA 2018, Marvel's Spider-Man, Mario Tennis Aces, Mario Kart 8 Deluxe, LEGO Marvel SuperHeroes 2, Rocket League, MLB The Show 18, Madden NFL 19, NBA 2K18, NHL 18*, and more. Visitors can also engage in virtual reality experiences including *Beat Saber, Moss, Echo Arena, Mission:ISS*, and more. And for those who love to combine gaming with a fun physical challenge, PaleyGX will feature *Just Dance 2018*.

PaleyGX will kick off in a big way on September 7 at 6:00 pm at the Paley Center’s midtown location with an opening party featuring influential gaming streamers including New York City’s very own Thinknoodles. Gamers will also be treated to a meet and greet with members of the New York Red Bulls of Major League Soccer (MLS), and will be eligible to win special prizes from the Red Bulls. While engaging in play, gamers can also enjoy snacks and DJ spun music courtesy of Scratch Events.

“PaleyGX promises to be an awesome experience for all gaming enthusiasts and I’m excited to be a part of the kick off,” said Thinknoodles.

"The Red Bulls are honored to take part in the launch of the 'Ultimate Gaming Experience'", said Jayne Bussman-Wise, Senior Director, Content and Communications. "Our club remains in the forefront of the eGaming landscape in professional sports and will continue to utilize this platform to further engage our fan base."

Future PaleyGX events will include a MINECON Earth Day Party on September 29, tournaments, previews events for new game releases, and discussions with the most influential names in gaming today.

Paley Members have the opportunity to reserve gaming time slots ahead of the public. For more information on the many benefits of Paley Membership, the full PaleyGX schedule, and rules of play, please visit paleycenter.org

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About The Paley Center for Media

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center's permanent media collection which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit paleycenter.org