

# PRESS KIT

KATOA | SANKARI STUDIOS

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[sankaristudios.com](http://sankaristudios.com)



# Fact Sheet

Our Mission: "To engage, educate and inspire people to improve the social, economic and environmental well-being of our planet through pro-social gaming, community building, sustainable e-commerce and charitable giving."

Developer	SANKARI STUDIOS, INC.
Release Date	APRIL 22, 2023 (EARTH DAY)
Platforms	iOS, ANDROID
Price	FREE
Availability	DIGITAL DOWNLOAD: APP STORE, GOOGLE PLAY
Markets	CURRENTLY CANADA ONLY; US RELEASE 04/22/2023
Languages	ENGLISH
ESRB	'E' FOR EVERYBODY
Press Contact	Rex Martin <a href="mailto:rex@sankaristudios.com">rex@sankaristudios.com</a>
Website	sankaristudios.com

For access to the game pre-launch, email [rex@sankaristudios.com](mailto:rex@sankaristudios.com) with 'KATOA EARLY PRESS ACCESS' in the subject line.

# Sankari Studios

Company details and contact information for members of our team; please feel free to reach out, any time.

NAME	Sankari Studios, Inc.
GAME	KATOA, KATOA Ocean
ADDRESS	800 S Claremont St, San Mateo, CA 94402
WEBSITE	<a href="http://sankaristudios.com">sankaristudios.com</a>
FOUNDED	2020
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# Game Description

Sankari Studios is revolutionizing "mobile gaming for social good". In partnership with global conservation groups, **Sankari Studios is launching KATOA, a first of its kind mobile sim game and platform that allows players to restore our world's biomes - in game and in the real world too.** Through lush graphics, relatable characters, and engaging storylines, players of all ages explore, nurture, and grow exotic, living habitats based on real-world ecosystems.

**Mobile game accomplishments result in real world environmental recovery, democratizing impact on climate. And it's fun.**

**How?** Save a coral reef in the game, earn points that translate into actual \$ provided by Sankari and it's underwriters, and direct that funding to a vetted conservation partner saving coral reefs in the wild. Next, learn about a biome with at-risk penguin habitats. Or work to save the Serengeti. **The problem, the work, and the solution, are in players' hands.**

**KATOA** meets people where they are (playing games) and offers a massively scalable solution to tackle climate change through democratic deployment of technology. Playing KATOA means supporting **climate literacy and critical funding to save our planet.**

# Game Highlights

- Handcrafted, lush biomes, and true-to-life life flora and fauna
- Game points and badges earned by nurturing and protecting creatures and their habitats, while fighting The Blight
- In-game actions translate into real-world dollars so players can allocate funding to where it is needed
- High-quality educational content in collaboration with leading scientists and conservation professionals
- Climate literacy resource to create generations of educated global activists
- Democratic deployment of consumer-friendly technology to solve global problems
- Limitless scalability to include conservation groups, corporate sponsors and philanthropic donors
- Solution for people who want to have an impact on climate change, but aren't sure how
- Solution for efficient, educated directing of corporate and philanthropic dollars to environmental causes
- Solution for corporations and brands to showcase commitments to sustainability and environmental recovery
- Global community building opportunities and education about careers in the blue and green economy

# Current Partnerships

We are a public benefit corporation deploying a hybrid model to catalyze impact. Sankari's core mission is pivoting mobile gaming for social good!

## BENEFIT NGOS | Featured At Launch

GREAT BARRIER REEF FOUNDATION \$1M Goal | Seagrass Restoration Project [barrierreef.org](https://barrierreef.org)

SUSTAINABLE OCEAN ALLIANCE \$1M Goal | Accelerating projects from Youth Ocean Leaders around the world [soalliance.org](https://soalliance.org)

THE AFRICAN PENGUIN NEST PROJECT \$1M Goal | Saving the last 1% of African penguins from extinction [savingpenguins.org](https://savingpenguins.org)

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## PARTNERS | Global Support & Reach

UNITY Technologies | 2022 recipient, "Unity for Humanity" Grant | Sankari Studios and Unity will continue to collaborate, including KATOA's hard launch on Earth Day April 2023. Unity Technologies platforms reach over *2 billion creators and players globally*.

- Co-marketing agreements in place with *NGOs reaching 200 million + members*
  - Opened the *Clinton Global Initiative's first ever Greenhouse Program in NYC, September 2022*
  - Participating at the *Skoll World Forum in Oxford, April 2023*
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## SYMBIOTIC OPPORTUNITY | Entertainment & Climate Activism

Fast Company [Can Teaching Gamers About Climate Change Motivate Them To Take Action?](#)

The Redford Center [Sundance 2023 - Redford Center: Audiences Want Climate Stories](#)

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# A *global* movement making a *global* impact

KATOA unlocks the power of the global gaming community. With shared purpose and strength in numbers, KATOANS join forces in a quest to protect our planet. They can track their individual contributions or that of the entire community, plus players can compete on leaderboards to inspire some friendly competition. KATOA empowers a new movement of environmentally aware gaming.

Playing KATOA teaches climate literacy and raises awareness and funding to mitigate the climate crisis. The research is clear: Pro-social games lead to pro-social behavior. We create an emotional connection between the player, ecosystems and species, which is the catalyst to becoming an agent of change.







## Welcome, Alex

Welcome to KATOA! Along with millions of others from all points of the compass, we unite, custodians of our oceans! The goal? To restore our planet's health – for wildlife great and small, for us, and for the future of those yet to come. Simply by playing this game, you'll be doing your part in saving the world! Together, we can achieve extraordinary things! Play the game. Save the planet.

Continue



## KATOA is a revolutionary mobile sim game that empowers players to join forces and save the world together!

Become a 'guardian of light' with the power to **build and nurture exotic, living habitats** that exist not just in-game, but in the real-world too.

Start your adventure in the ocean depths, exploring true-to-life 3D biomes that span the globe, and manage resources, complete quests, and combat the toxic 'blight' to create thriving natural 'havens' that wildlife will flock to.

Each new species that visits your haven is unique, and once they call it home, they'll join your ever-growing, **one-of-a-kind collection!**

Chew the fat with a hammerhead? Chill with a whale? In KATOA you'll be one with the wildlife, learning their stories and sending them on quests to gather rewards and find new life.

KATOA connects players with the natural world in a way no game ever has before. **Simply playing the game earns IMPACT points to unlock underwriter funding, 100% of which goes directly to KATOA's vetted real life heroes saving our planet.**

Discover your own piece of the planet to care for and join a community with shared purpose and strength in numbers, saving the world together.

**KATOA: PLAY THE GAME. SAVE THE WORLD.**



# A revolution in charitable funding

KATOA pioneers the Gaming for Good revolution: simply playing unlocks funding which goes directly to the causes that matter. The KATOA model is engineered to make a difference.

KATOA represents a new era of philanthropic outreach by providing exposure and funding to conservation initiatives, whilst converting sponsors and underwriters to active supporters, all fueled by one of the world's fastest growing communities – gamers.



# KATOA

## Logo

Please do not alter, stretch, recolor or otherwise change the mark. If you need help, we are happy to assist.



[Download KATO A Logo](#)

[Download KATO A Logo + Tagline](#)



# KATOA Founders

We are a team of ecopreneurs, creatives, game developers, dreamers, technologists, solutionists, visionaries, storytellers, rebels, disruptors, and environmentalists, who have rallied to take a stand to fight the demise of our planet and pull it back from the brink of destruction.

We're not environmentalists who decided to make a game; we're experts in the space, heeding our personal calls to action to save the planet.

Prior games developed and managed by Sankari Studios' team include *Pokémon Go*, *Call of Duty*, *Spiderman*, *James Bond*, *Marvel* and *Tony Hawk* franchises.



**Victoria Raiser**  
CHIEF EXECUTIVE  
OFFICER

Co-Founder Serafina - Sold,  
150 employees, Retail - Online,  
Founder Liria Films,  
Founder Manifest Global Media,  
Creator, Product & Content  
Game Development

"As a child, my walk to the beach on my home island in the North Sea took forever. Decades later, there are now two rows of dunes left. Stronger and more frequent storms have washed away the land and the biodiversity, and threaten now to engulf entire villages - now that I can help, I feel I must."



**Rexanne Martin**  
CHIEF OF MEDIA STRATEGY

Journalist,  
CNN International,  
Founder Manifest Global Media,  
Chief of Media Strategy & Story  
Sankari Studios, Development  
Live Content / Streaming

"I spent my childhood on the beaches of Southern California.. When the drilling platforms went up, thick globules of oil covered the water - my beaches [were] coated in tar. My amazing playground was in trouble, and the profit seekers just didn't care. I decided that when I grew up, I would do something about it."



**Simon Mathew**  
CHIEF OPERATING  
OFFICER

CAA, MGM,  
Ran creative for James Bond Franchise,  
Produced 14 Bond video games,  
12+ years EA & Activision

"growing up in Vanuatu, I saw first-hand the undeniable effect of climate change on the reef, the devastating consequences of overfishing, and the scarring of tropical rainforests through logging. I knew then that if this was happening here, on this remote island paradise, we had a real problem"



**Christian Rossi**  
HEAD OF STUDIO-  
CHIEF CREATIVE OFFICER

Founded Niantic @ Google,  
Co-Creator Call of Duty,  
Tony Hawk, Spider Man,  
James Bond, Pokemon Go.  
Ran Marvel Franchise  
Sold 3 game companies

"As an elementary school kid in Northern California in the 70s, environmentalism was everywhere. My classrooms, books and tv shows were full of messaging [that] opened the door to a conversation I and my peers would be having for the rest of my life."

# Game Assets

Click the boxes here to download  
(no login needed).

If you choose to employ our trailer,  
character or gameplay images, or  
any asset beyond our logo, please  
consult with a member of our team  
to ensure usage.

