



Farbflut
Entertainment GmbH

Press Information

Los Angeles has Obsession with Pretending to be Homeless

Hamburg, Germany 9 April 2010 - Bumrise (www.bumrise.com), the role-playing game where gamers play as a homeless beggar and roam the streets of New York looking for trash, collecting bottles and picking fights, is most successful in California. Especially in Los Angeles and San Francisco, the game has literally thousands of visitors and registered users. Although the game is getting harsh critical reviews from Homeless organizations and some concerned parents, it does not seem to deter the Californians from "slumming it".

The biggest feature of the Bumrise that makes it so popular is the social aspect. The recent explosion of social gaming networks and applications on platforms like Facebook and Myspace are proof that the players want to interact with each other. The game now has over 4 million users worldwide in 7 different languages and just about all of them have contact to other players – either through the game's forum or the "gang" feature. "My gang is pretty well organized," says Bumrise player Daniel Holsten. "We all contribute to the gang accounts, get in gang fights, and plan what our next strategic move in the game will be."

There have been reports of kids in school forming gangs with each other to compete online with their friends. But kids aren't the only ones playing the game. One factory manager actually wrote to the Farbflut Entertainment, the game's producer, "This game has helped to bring together our shipping and receiving team. We all play the game competitively and cooperatively and works excellent for social bonding."

But what is it the particular appeal to Californians especially? Is it the fact that California is the birth place and cradle of social gaming? California is home to roughly 1/7 of the country's homeless population so maybe people who live there are more aware of the problems and lifestyles of the poor and forgotten. Does this fact make people in California more curious about the lifestyle and possibly wonder what it is like to really live on the streets? Whatever the reason, the number of users continues to escalate as the world steps into the shoes of a bum, albeit a virtual bum.



Farbflut
Entertainment GmbH

About Farbflut

Farbflut Entertainment GMBH operates the browser-based online game Pennergame and all its international versions. Founders and managing directors are the 21 year olds Marius Follert and Niels Wildung. Investors are Daniel Grözinger and Sven Schmidt, the successful Internet Entrepreneurs of ICS (verwandt.de, dialo.de, auskunft.de).

Press Contact

Rick Thomas, Spokesperson
Farbflut Entertainment GmbH
Heimhuder Straße 72. 20148 Hamburg, Germany
Phone: +49 (0)40 / 636 771 06
Email: rick@farbflut.de
Web: www.farbflut.de