

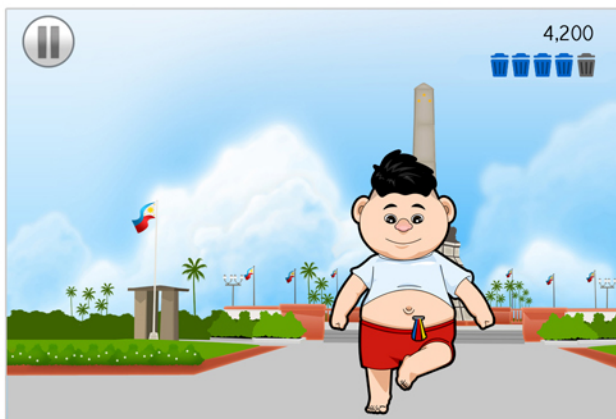
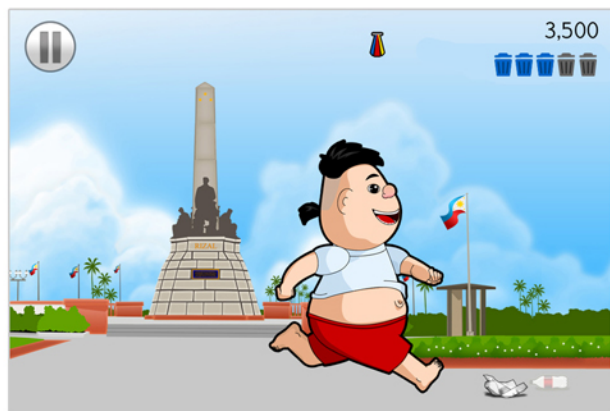


***“First Filipino-themed Game
on iTunes and Android!”***

www.Butchukoy.com

a member of **GDAP** GAME DEVELOPERS
ASSOCIATION OF
THE PHILIPPINES

Sipa Screenshots



First Filipino-Themed Game on iTunes and Android!

Press Release

THE FILIPINO GAME THAT IS WORTH PLAYING FOR

Ordinary Pinoys Create the First Filipino-Themed Game in iTunes and Android

Burning with desire to promote Filipino culture in the world, a group of Filipinos created SIPA, Street Hacky Sack game, for Apple iTunes and Android Market. With almost 600,000 apps on iTunes alone, there is hardly a Pinoy-themed game that people can play. This became a challenge for the group.

The group also known as Team Butchukoy (www.Butchukoy.com), is a small team of mavericks who are also sentimental and nationalistic at heart. "Every Filipino is part of the solution," so they say, determined to contribute something for the country.

The inspiration in creating this game was not just to develop a mobile game. They wanted to prove and inspire other Filipinos that even with limited resources and know-how, one can create something if you have the heart and soul for it. No matter how small, one can still make a difference.

They know Filipinos are very talented but somehow no one has thought of a Pinoy-themed game. Thus, the start of their determination to create one. What game should be created? The brainstorming came to a point where suddenly they missed games they used to play as kids – street games like tumbang preso, luksong tinik, taguan, sipa, piko, habulan, patintero. Those days are gone as computer games, gaming consoles, DSs and PSPs replaced the street games. Instead of playing on the streets, kids nowadays are at home or at internet cafes playing video games. After deliberating, the team decided SIPA will be the game. Inspired and excited, the creation of SIPA consumed them.

This is a breakthrough because SIPA, which used to be the Philippine's national game can now be played using Apple gadgets and Android phones. Technology has changed the way kids play now but this same technology can help us appreciate games no longer played. SIPA brings back childhood memories and introduces this to the younger generation. On top of this, Butchukoy, the game's main character, plays SIPA in historic and beautiful places in the country like Rizal Park, University of the Philippines, Quiapo, Mt. Pulag. This is also one good way of promoting the country.



SIPA is not only a game, it was born out of a passion to create a landmark Filipino game in the apps world. Butchukoy is not only a character, he is the kid in all of us who plays, learns, cries and laughs. Team Butchukoy is proud to say that they have faced the challenge to create small ripples which, if many of us will follow, could eventually become a large wave of change the country needs. Truly, this Filipino Game is Worth Playing For.



Every Filipino is Part of the Solution!



Every Filipino is Part of the Solution. Team Butchukoy wants to contribute something for the country. This SIPA game is created by Pinoys for Pinoys, something that we can be proud of and share to other nationalities. The inspiration here is not just to develop a mobile game but to prove and inspire other Filipinos that even with limited resources and know-how, one can create something if you put your heart and soul for it. No matter how small one can make a difference. This is really born out of passion to create a landmark Filipino game in the apps world.

Team Butchukoy is also actively supporting Mighty Minds Inc. and Filipino Matters Inc., both non profit organizations. By supporting SIPA game, one is also helping these orgs.

