Zingoshi Kickstarts its AR-Enhanced Adventure Game Designed to Inspire Girls to Become Creative Leaders for the 21st Century

Zingoshi launches a Kickstarter campaign for the pioneering Zingoshi video game that guides young girls (ages 7-12) to become creative, visionary leaders. Based on an original transmedia property, the PC game includes augmented reality enhancements via a mobile app for off-screen STEAM activities in the real world.

AUCKLAND, New Zealand, and SEATTLE (PRWEB) February 07, 2019 -- Zingoshi, a company creating a transmedia property focused on empowering young girls, today announced the launch of its Kickstarter campaign for the Zingoshi adventure video game. The campaign will run 30 days and the funds raised will be used to complete final development.

Zingoshi is a pioneering video game for 7-12 year-old girls that guides them to become creative, visionary leaders through fun, engaging content, and exciting technology. In addition to a compelling adventure story and inspiring themes, the game integrates augmented reality to offer gameplay that takes the player off the screen to create STEAM activities in the real world.

Co-Founders Bridget Ellis-Pegler and Ronel Schodt grew up with great adventure stories, like Pippi Longstocking, Bridge to Terabithia, and more. But when they became mothers, they noticed something.

“There was a real lack of good, wholesome and fun quality entertainment content for young girls,” said Schodt.

“We wanted to create an experience that would embolden girls to defy the conditioning that often leads to a lack of self-esteem; to lead with curiosity, creativity and courage, to become the best versions of themselves,” Ellis-Pegler said.

And so, Zingoshi was conceived. A serendipitous moment happened when Ellis-Pegler and Schodt met Megan Gaiser, Principal of Contagious Creativity, and former CEO of Her Interactive (of the highly successful Nancy Drew game franchise). They discovered a shared desire to tell inspiring stories within a game experience, to give girls a taste of all of their talents and leadership potential.

And the rest is ‘herstory’. Gaiser joined the Zingoshi team. In addition to her creative leadership experience, she brought years of multidisciplinary research underscoring the logic and benefits of leading with creative intelligence in partnership with analytical intelligence.

The Zingoshi team has developed 60% of the first game. They are now appealing to like-minded souls with a Kickstarter campaign, to fund the rest.

“We know the time is right for Zingoshi to help redefine leadership culture for the 21st century. Who better to start with than our children? They will lead the way forward for us all, for generations to come,” Gaiser said.
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