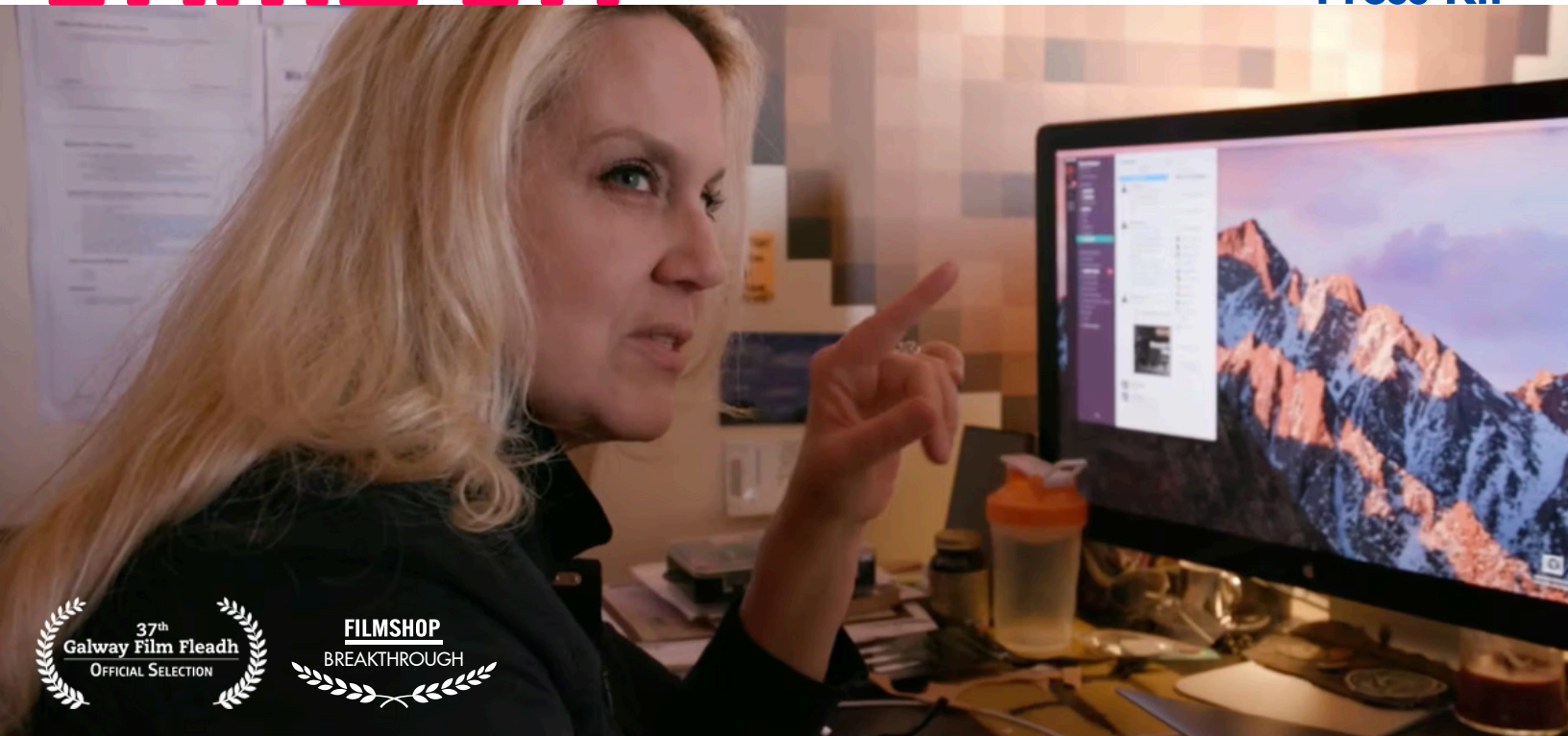


GAME ON

Press Kit



A feature documentary by Director & Producer **Theresa Loong**

The Film

GAME ON focuses on pioneering game designer Brenda Romero (*Dungeons & Dragons*, *Wizardry 8*, and 45+ more) and how she navigates the male dominated game design industry.

Brenda treats board and video games as art, incorporating game play into every aspect of her life. She creates contemporary and historical games to amplify social issues. Her games explore Black, Indigenous, Irish, Mexican and Jewish history in ways that challenge players.

GAME ON follows Brenda's life as the CEO of her video game company and a mom. She and her husband, legendary game developer John Romero, are on a mission to do what they love while raising four kids in an ethnically blended family. Brenda helps the production of a new game, and opens up a timely discussion about sexism in the tech industry as well as the gaming world.

GAME ON Trailer

Watch [here](#)



Trailer Download Link: bit.ly/game-on-trailer

Contact the team: info@gameonthemovie.com | Substack [@gameonthemovie](#)

Crew & Main Cast



Theresa Loong is an award-winning director whose work includes *Building Stuff: Change It!* for NOVA and *Every Day is a Holiday*. She created and produced games for *The Walking Dead*, *Breaking Bad*, and the New York Hall of Science, earning recognition from Meta, IGDA, and the U.S. Presidential Scholars.



Composer and conductor **Eimear Noone** creates award-winning work for film and video games for titles like *Zelda* and *World of Warcraft*.



Brenda Romero is a BAFTA winning game designer, Fulbright scholar, entrepreneur, artist, writer and creative director who has made fifty games.



Editor **Kristen Nutile, ACE** is an alumna of the Sundance Institute Edit Lab. She premieres work at Tribeca, Locarno, and SXSW.



Editor **Lexi Henigman** premiered films at DOC NYC, HotDocs, and Sundance. Her work appears on POV and the Food Network.



Composer **Craig Stuart Garfinkle** is an award-winning and IFTA, Emmy, Ivor Novello, and Mark Award nominated music producer and composer.



John Romero is a pioneering game developer who created *DOOM*, *Quake*, *Wolfenstein 3D* and over 130 games.

"Brenda is constantly extolling the virtues of the games as art, activism and ideology and is a tireless advocate for creating a more welcoming industry. Brenda challenges us to be not only better as developers, but better as people."

— BAFTA Award Presenter, Video Game writer and Journalist **Rhianna Pratchett**

Awards and Notable Recognition

37th Galway Film Fleadh
Official Selection - 2025

Filmshop
Breakthrough Award

American Public Television
BIPOC Content Fellowship

Women Make Movies
Production Assistance Program



Lower Manhattan Cultural Council
Manhattan Creative Arts Fund

New York State Council on the Arts
Support for Artists Grant

U.S. Presidential Scholars Foundation
Seed Fund Grant

The Puffin Foundation
Artist Grant

GAME ON will be released in 2026 on **PBS**

The Message

GAME ON creates points of entry for women like me, inspired by women like Brenda. 45% of gamers identify as female, yet only **30% of game designers are women**.

With U.S. video game content generating \$35.4 billion in revenue and the global game market set to exceed \$385 billion, GAME ON inspires young women to follow their dreams. How can we build a more comprehensive community surrounding women, game design, and the values we espouse? GAME ON encourages us to rally around the film and Brenda's achievements, creating space to acknowledge women's struggle between caretaking, economic survival, and career building, while fostering support to propel women forward.



Impact

GAME ON has partnered with **Games for Change**, a nonprofit organization providing support to individuals and organizations using serious games for social change. We are educating youth around the world about the power of games and helping them explore career paths. We worked with Games for Change and high school students from New York City at the Microsoft Experience Center in NYC.

Additional Outreach Partners are **Immigrant Social Services** and **Women in Games International (WIGI)**. We held workshops at the Storefront for Ideas in Chinatown, New York, with Immigrant Social Services. Some remarks from our students: "it's mad lit all you do is play games, might as well learn to build your own game!" "[My favorite part was]

seeing the participants' game ideas and meeting the filmmaker."

Further, GAME ON is presenting at conferences to raise awareness about how film and games can inspire future designers to create serious and entertaining games.

One story makes a difference. Through our strategic approach to community partnerships, outreach and engagement, GAME ON reaches an international audience, contributing to positive changes in the world of video games and STEM. Our goal is to impact 10,000 youth to create meaningful games and find jobs in game adjacent industries.



Press Photos in Downloadable Zip File:

bit.ly/game-on-photos