



TAKE US NORTH

A narrative adventure survival video game following the journey of migrants and asylum seekers on their way to cross the US-Mexico border

Take Us North is an immersive experience following the perilous journeys of migrants and asylum seekers through the Sonoran Desert on their way to cross the US-Mexico border in search for una vida mejor, a better life.

Created by industry-honored socially conscious indie games and immersive media studio, Anima Interactive, *Take Us North* challenges reductive narratives by bringing depth and humanity to stories often broken into divisive binaries, leveraging the unique immersive power of video games to foster empathy and transformation.

In this video game, players assume the role of Clara, a migrant guide who embodies a complex interplay of duty and empathy. Players will guide a group of migrants and asylum seekers by day through perilous terrain, and experience poignant stories by night.

Take Us North blends deep emotional and resonant narrative, strategic traversal and resource management, and tense stealth mechanics to meaningfully connect players with the universal quest for safety and belonging through the immigrant experience.

WHY NOW

At this pivotal moment, migration stands as one of the most urgent and critical issues we face. This title, with a demo that has received positive reviews from the UN, GamesHub, National Public Radio, and earned an A MAZE Award nomination, offers a unique and timely chance for transformative engagement with authentic displacement narratives, addressing one of the most pressing global challenges of our time. As debates surrounding immigration policy, human rights, and border control continue to persist as vital issues to solve, the journey of migrants crossing the U.S. border remains a deeply emotional and complex subject.

In consultation with the Undocumented Filmmakers Collective, migrants and refugees with lived experience, and experts in the field, *Take Us North* invites players to step into the shoes of those facing perilous journeys in search of safety, opportunity, and basic human rights in a time when empathy and awareness are fundamental in the pursuit of solving the migrant crisis. Drawn from real-world stories of hope and hardship, it transforms the lived experiences of migrants and asylum seekers throughout Latin America and beyond into a compelling mosaic of interconnected narratives, honoring both their hardships and their enduring humanity.

PROJECT BUDGET: \$1.2M

FUNDER RECOGNITION & ENGAGEMENT

We are pleased to offer supporters of *Take Us North* through the Cinereach Creative Projects Fund preferential crediting opportunities as well as exclusive opportunities to engage with the *Take Us North* team.

We welcome philanthropic contributions at any level. And thanks to a generous matching gift from one of our supporters, your contribution will have twice the impact.

**Cinereach retains 10% of philanthropic gifts to creative projects to offset our administrative fees associated with running this program.*

"Our goal for this project is to foster greater awareness and empathy around some of the most urgent global issues of our time that are unfortunately frequently reduced in mainstream media to statistics or divisive rhetoric."

– **KARLA REYES**, Founder & Creative Director of Anima Interactive

