***Campus Life* – the next-generation university life simulation game is out now on Steam!**

**Get ready to create your dream student, join clubs and fraternities, decorate your dorm, build your reputation, and make unforgettable memories throughout your university life!**

**September 15th, Cracow, Poland.**

**Ready to re-live your university life but this time without its downsides and from the comfort of your own couch? Then pack your virtual bags, pick out your first-day outfit, and get ready to enroll in the most exciting chapter of your life!**

Watch *Campus Life* Launch Trailer [HERE](https://www.youtube.com/watch?v=rsuDl3f95GU).

Attention all freshmen! There’s a 10% launch discount from the regular $14.99 price available to all attending the class on Steam (<https://store.steampowered.com/app/2103090/Campus_Life>), enjoy!

We also have good news for all console players. Frozen Way team is hard at work on console versions of *Campus Life*! You should be able to enjoy the game on PlayStation 5 and Xbox Series X|S within the next six months. The Nintendo Switch port will become available after that. Follow developers on Discord: <https://discord.gg/frozenwayofficial> for mor updates and announcements on the topic. **About *Campus Life***

***Campus Life* is a new** **life simulator game with an isometric perspective, set in a world inspired by American college life in the early 2000’s.** In this game, players create their own college freshman whose future will depend solely on them. Whether it is becoming a popular idol, rising star in academics, or an unmatched athlete, the possibilities depend solely on the player's imagination. Over the course of four years of education, players will have a lot of time to choose the right path for their in-game character, as well as explore a variety of possible activities, stories, and relationships.

**Gameplay in *Campus Life* focuses primarily on managing the character's time effectively.** As a student, the character has various responsibilities such as attending lectures, raising funds for tuition fees, studying for exams, and earning scholarships. However, there are also numerous tempting options available for spending your free time on campus. Hanging out and partying with friends, team sports, earning some money with part-time jobs, or perhaps calming walks and peaceful evenings spent reading books or at an easel? It is up to the player to find a balance between responsibilities and enjoyment.
**Character creator and the most important indicators**

Players will start the playthrough by creating their own student character. The developers have created **an extensive character creator that provides a wide range of personalization options.** Players can adjust not only the appearance and style of their character but also their starting abilities and background.

**Players get to choose the Goals that will guide their character through four years of education.** These are related to various aspects of student life – from achieving outstanding accomplishments in academics, sports, or arts, to making new acquaintances and attending parties, and even leaving a unique mark in the university's history in other ways. Essentially, Goals can be divided into two categories: those related to the character's personality and those related to the activities they undertake.

**As the player strives to achieve their Goals, their character gains new Traits.** These are associated with passive positive effects that can influence various aspects of student life such as exam results, item prices in stores, or the acquisition of **resources like Reputation or Energy**. The different activities available on campus can also alter the level of **permanent Statistics including Mind, Body, and Creativity**. On the other hand, the character created by the player is human and has human limitations, so each activity they engage in directly affects their **Energy and Joy** levels.

The activities the character devotes their time to on-campus influence their relevant **Skill** levels, which come in handy when participating in campus life – from giving the performance of your life on stage to winning a sports tournament. During the game, the player will have many opportunities to test their character's Skills in various events such as chess tournaments, baseball matches, or theater performances.

**High replay value**

The game developers wanted to ensure that *Campus Life* had a high replay value. As a result, they designed the game to **offer a different experience with each playthrough**. They achieved this by creating various combinations of Goals, Traits, Statistics, Skills, and Items for the characters, multiple optional side quests, and a complex relationship system with specific students.

***Campus Life* comes with an exciting set of features:**

* **Complete control over the student path** – it’s entirely up to you how to spend four years on campus. Attend classes, participate in Fraternity and Clubs activities, complete main and side tasks, and more. The options are numerous!
* **Create your own story** – see how your decisions and undertaken activities impact the plot and the shape of the entire gameplay.
* **Advanced character creator** – use the numerous possibilities available in the character creator to design a unique student character. Set their appearance, Traits, Statistics, initial Goals, and much more!
* **Rich system of interpersonal relationships** – establish and deepen relationships with unique non-playable characters.
* **High replay value** – the game offers a different experience with each playthrough.
* **Experience the vibrant campus life** – engage in activities related to student life. Discover the holy grail of work-life balance, dividing time between learning and pleasure.

*Campus Life* was developed by the Polish Frozen Way studio and is now available on Steam.

The launch trailer can be downloaded [HERE](https://drive.google.com/file/d/1osKc3n2uucViaHOYTkfUhSWRLp_pWlkS/). The press kit for the game is available here: [https://pr-outreach.com/en/game/campus-life,98](https://pr-outreach.com/en/game/campus-life%2C98).

**REVIEW COPIES (PC) ARE NOW AVAILABLE.** To secure one for yourself please get in touch with Agnieszka Szóstak at agnieszka.szostak@pr-outreach.com or call +48 881 951 601.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### **About Frozen Way**

Frozen Way is a game development studio and publisher based in Cracow, Poland. You may know them from co-creating *House Flipper* along with its *Pets* DLC, *Farm* DLC, *Dine Out* DLC, and *House Flipper Party Furniture* Pack, as well as developing and releasing *House Flipper* VR. They have also co-released *Builder Simulator* and *Chornobyl Liquidators*. Currently, the team is working on *Honeycomb: The World Beyond* and *Farmatic.*

Frozen Way is a group of passionate and friendly developers who see game development as both a lifestyle and philosophy. There’s nothing more rewarding for them than seeing their creations bring joy to the community. After all, we're all nerds at heart, aren't we? <https://frozenway.games/>

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**About GameFormatic**

We are a Polish game developer and publisher. With passion, we create innovative and engaging experiences for our gaming community. As a company, we thrive on the dynamic intersection of commitment, expertise and the relentless pursuit of excellence, making us a driving force in the ever-evolving landscape of interactive entertainment. <https://gameformatic.com/>