

## Turner launches Ben 10: Alien Force Game Creator in the UK

*Turner has launched a free online game creator based on hit franchise Ben 10*

**Nov. 13, 2009** - [PRLog](#) -- Turner Broadcasting has launched a free online game creator on Cartoon Network based on its number one boys' franchise Ben 10.

Ben 10: Alien Force Game Creator (<http://ben10-gamecreator.cartoonnetwork.co.uk/>) enables kids across the UK to build professional looking online games and share their work in the Game Creator online community.

To date, Game Creator has generated more than 20 million game plays and seen more than 50,000 games created since a soft launch on Cartoon Network's website in October. Following its impressive UK debut, the Turner-created game is rolling out across 12 European territories.

Ben 10: Alien Force Game Creator is Cartoon Network's first online game to incorporate user-generated content, and allows users to select everything from the game environment, to the heroes, the villains, obstacles and the game objective. Tiles and selected objects are then drawn onto a grid, creating a platform-style game that the creator must be able to complete in order to upload to Cartoon Network (<http://www.cartoonnetwork.co.uk/>).

The top 200 games will feature on Cartoon Network's fully moderated kids games (<http://www.cartoonnetwork.co.uk/games>) area on the website, and games can be played, shared and rated by all visitors to the site. New content will appear on the site daily and visitors can browse for new games by hero, game type or favourite game creator.

Caroline Casey, director of Digital Development at Turner Broadcasting, EMEA said: "As the number one boys' brand in the UK, the Ben 10: Alien Force Game Creator adds a new dimension to the way kids can engage with their favourite hero online. The character association clearly makes this game very special, but what stands it apart is that it's so easy to use, and that kids are making stuff for kids. The phenomenal launch stats attest to Game Creator's immense usability and playability."

### About Cartoon Network

Cartoon Network is a leading commercial kids' TV network in the UK, which broadcasts a range of popular comedy and action-adventure animation. Hit shows include Ben 10 (<http://www.cartoonnetwork.co.uk/show/ben%2010>), Star Wars: The Clone Wars, Bakugan Battle Brawlers, Storm Hawks, World of Quest, Johnny Test, Ed, Edd and Eddy and The Grim Adventures of Billy and Mandy. Cartoon Network can also be experienced through its award-winning website, via games, VOD, mobiles and through an array of licensing and merchandising. Since launching as a pan-European channel in 1993, Cartoon Network now has localised services throughout Europe, the Middle East and Africa where it is available in 14 languages and in more than 58 million homes. Cartoon Network is operated by Turner Broadcasting System Europe, a Time Warner Company.

In the UK Cartoon Network is available 24 hours a day on SKY 601; Tiscali TV 312; Virgin TV 704. It is also available on: Top Up TV Anytime; BT Vision; Sky Anytime; Virgin Central; Tiscali TV on-demand 310.

PR Contact:  
Yinka Akindele

Senior Press Officer  
Turner House  
16 Great Marlborough Street  
London  
W1F 7HS  
020 7693 1105  
[www.cartoonnetwork.co.uk](http://www.cartoonnetwork.co.uk)

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