

**FOR IMMEDIATE RELEASE**

[September 21, 2022]

## **Interactive Ontario Announces New & Re-elected Board of Directors for 2022-2023**

(September 21, 2022 - Toronto, Ontario) – Interactive Ontario, the provincial trade association that advocates on behalf of the Ontario Video Game/Interactive Digital Media Industry at all levels of government, announced today the appointment of five new members and the re-election of six others to the association’s board of directors, effective September 20th, 2022.

*“Interactive Ontario represents a cutting-edge industry that leads the province in creating techno-creative jobs,” says Interactive Ontario Chair Jeffrey Elliott. “Our new and returning board directors are uniquely qualified to strengthen Ontario’s reputation for developing world-renowned interactive experiences, industry-leading talent, and achieving our long-term goal for growth and prosperity for our industry in Ontario.” concludes Jeffrey.*

The new members of the Interactive Ontario Board of Directors include George Geczy – Co-Owner at Battlegoat Studios, Mark Laframboise – Co-founder & President at Lightning Rod Games, Jim Lamoureaux – Senior Director, Public Policy & Government Affairs at Electronic Arts, Julien Lavoie – Director of Corporate Affairs - Ontario & Western Canada at Ubisoft, and Remi Weiss -- Senior Legal Counsel, Gameloft.

Six members were also re-elected for another 2-year term, which include; Jamie Barron – CPA and Partner at BDO Canada, Mojdeh Gharbi – Co-Owner/VP of Marketing and Operations at Certain Affinity, Ramona Pringle – Professor, Ryerson RTA School of Media; Director at The Creative Innovation Studio, Mary Sorrenti – Vice President at Game Pill & VRGEN, Jonathan Stanton-Humphreys – Founder/Senior Advisor at BizBoost.ca and Jean-Sylvain Sormany – Studio Head at Snowed In Studios Inc.

*“Our board of directors is committed to our amazing video game and interactive digital media ecosystem in Ontario,” says Interactive Ontario CEO & President Lucie Lalumière. “We have an ambitious vision for our sector and are looking forward to the coming year.”*

## About Interactive Ontario

Interactive Ontario (IO) is the trade association representing the video game and interactive digital media (IDM) sector in Ontario. IO's members produce, commercialize and export interactive digital entertainment and edutainment such as video games, extended reality applications (VR, AR, MR) and eLearning content. IO's mission is to inspire, unite and enable Ontario's IDM industry to achieve long-term growth and prosperity. Through advocacy, connections, insights, resources, programs, and building meaningful partnerships with the industry and its stakeholders, IO is dedicated to positioning Ontario as a leader on the world stage.

For more information visit our [website](#), [The Lodge](#), [IO's Twitter](#), [The Lodge Twitter](#), and on LinkedIn

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