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[AMD Gets Educational with "Changing the Game"](#)

A program launched by the company's newly formed AMD Foundation

AMD, one of the leading manufacturers of processors and consumer graphics cards, has just announced the release of its "AMD Changing the Game," a first initiative of the newly created AMD Foundation. The program intends to improve critical technical and life skills by teaching kids to develop digital games with social content. Part of AMD's commitment and experience in supporting education, the program launch accompanies the company's sponsorship and participation at the Fifth Annual Games for Change Festival, that will be held this year between 3 and 4 of June at Parsons The New School for Design in New York City. The release of the program comes after AMD launched its [AMD GAME!](#) program, which aims at providing users with an easier way to identify high-performance gaming-ready hardware components and computer systems. "We have a tremendous opportunity to harness the passion that kids have for gaming while teaching the skills they need to be successful in our 21st Century digital economy," said Dirk Meyer, AMD president and chief operating officer. With "Changing the Game" AMD plans to use digital games as a means by which children can have another perspective on the way they see life and be more socially responsible. "Today's youth are highly concerned about social issues and the current generation of youth gamers is among the most socially conscious in history," said Suzanne Seggerman, co-founder and president of Games for Change. The program also intends to give youth an opportunity to make a difference. The newly formed AMD Foundation will use its AMD Changing the Game program to offer grants to nonprofit organizations that support the foundation's concept. In the first year of activity of the foundation, a number of organizations will receive funds, including Girlstart, Global Kids, Institute for Urban Game Design, and Science Buddies. As part of the launching program, AMD Foundation will partner with the John G. and Catherine T. MacArthur Foundation in order to sponsor "Let the Games Begin," a day-long workshop for nonprofit organizations focusing on how to create social issue games.