



**Jean-Claude VAN DAMME reveals his first
Adventure game on mobile phone, filled with crazy actions!!
VAN DAMME: Dawn of the Chihuahuas
at the WORLD DOG SHOW**

Saving virtual doggies in danger while impacting real-world dogs

with Jean-Claude VAN DAMME and his chihuahua Lola in this innovative and offbeat mobile adventure.

[GENEVA], 23 August 2023. Tonight, at the WORLD DOG SHOW, AWARECORP STUDIOS and Jean Claude VAN DAMME announce their new title *VAN DAMME: Dawn of the Chihuahuas*. A mobile adventure game based on the rescue of dogs kidnapped by aliens, *players of Dawn of the Chihuahuas* will help raise money for a variety of animal-related charities, simply by playing the game.

In *VAN DAMME: Dawn of the Chihuahuas*, Los Angeles' stray dogs are in danger. A curious alien named Dave is on a mission to kidnap as many dogs as possible to bring them back to his home planet. Players take on the role of superstar Jean-Claude VAN DAMME as he rescues dogs with his girlfriend Lola la Chihuahua. When the gaming community successfully fills the community gauge to max capacity, AWARECORP STUDIOS will make tangible donations to partner charities that provide shelter, care and various services specifically dedicated to helping stray dogs.

"I am delighted to be working on this great project with AWARECORP STUDIOS while supporting a cause that is close to my heart: animal welfare," said Jean-Claude VAN DAMME. "It's a real project that I'm passionate about. I have always been a dog lover and I am committed to helping stray dogs who need a second chance. Lola and I are very excited to be part of a game that will not only entertain but make a real difference for thousands of animals in need. »

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"We are thrilled to be bringing a project of this magnitude to Canada! We are very grateful for the support of Jean-Claude VAN DAMME in advancing the cause of animals, and we hope to see this adventure continue for years to come." - Laurence Massé, Communication Director of SPCA CANADA

To stay up to date with *VAN DAMME: Dawn of the Chihuahuas*, check out the official www.dawnofthechihuahuas.com website and download the game for exclusive content! Available on iOS, Google Play and AppGallery.

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Notes to editors

About "AWARECORP STUDIOS" and its real-impact virtual worlds

Founded in 2021, AWARECORP STUDIOS is based in Lyon, France, and merges two major industry players: TakeOff and Rec'im.

The young team is composed for the most part, of professionals under 25 years old with a common goal: that video games now engage real positive action in real life.

"We invented the act of making it feel guilty to play a stupid game through our systematic charitable actions."

TakeOff was created in 2003 by Atari veterans and has collaborated on AAA game launches with most of the major international video game industry studios.

Rec'im is a mobile gaming platform, development studio, and game hosting company with a wealth of experience in developing many games.

AWARECORP STUDIOS is dedicated to designing entertaining and simple games inspired by famous talents dedicated to their communities and who want to contribute to real charitable causes.

Pillars of the company are hybrid-casual games (mobile games that combine very simple gameplay but with some more elaborate mechanics), games as a new territory and channel of expression of artists (offering international artists/talents/celebrities to be present in video games to interact in a new way and share their core values with their communities) and "Play for A Cause" (actions in games will lead to good deeds in the real world and draw attention to charitable causes.). The teams at AWARECORP STUDIOS, mostly Gen Z, are deeply imbued with giving meaning to their work and are AWARE that gaming can generate a positive impact.

We started with a cause that struck most of us, especially in these difficult times: abandoned animals. Our first talent Jean-Claude VAN DAMME, whom we met on a video shoot in August 2021, has real experience in rescuing animals with 11 dogs. It is a personal and professional passion to raise awareness and help shelters with the ever-growing problem of stray dogs. Partnering with an animal charitable cause was an obvious choice. The co-founders and Jean-Claude are convinced that every player can make a difference.

We work passionately to connect with like-minded organizations, individuals and talents who seek to make a difference in their communities. Contact us for any questions, requests, or recommendations.

About Jean-Claude VAN DAMME

From "Minions: The Rise of Gru" (which is the fourth entry in the Despicable Me franchise) where he plays a supervillain named Jean-Clawed with a crab claw for hand, to "Thor: Love and Thunder" where the heroic Chris Hemsworth jumps into the air to intercept two vehicles at high speed, clearly inspired by VAN DAMME's feat, Jean-Claude VAN DAMME has become an undeniable icon of pop culture.

VAN DAMME, one of the great performers of his generation, has never been so cool and popular. A study conducted by an international OTT platform presents Van Damme's epic horizontal spread as one of the four most recognizable celebrity silhouettes in the world since the appearance of show business (alongside Jackson, Chaplin and Jordan)!

Jean-Claude VAN DAMME, also known as JCVD (named after his crime drama in which he plays a semi-fictionalized version of himself), led several lives as a martial artist in Europe and Asia before becoming the "muscles of Brussels" in major Hollywood films.

At the age of ten, Van Damme's father enrolled him in martial arts classes, which led him to participate in many competitions. With the desire to pursue his acting career, he moved to the United States in 1982, where he took odd jobs and worked on several films until he got his decisive role as the leading role in the martial arts film "Bloodsport" (1988).

VAN DAMME went on to become a popular action star, starring in films such as "Cyborg" (1989), "Kickboxer" (1989), "Lionheart" (1990), "Death Warrant" (1990), "Double Impact" (1991), "Universal Soldier" (1992), "Nowhere to Run" (1993), "Hard Target" (1993), "Timecop" (1994), "Street Fighter" (1994), "Sudden Death" (1995), "The Quest" (1996), "Maximum Risk" (1996), and more.

He continued to star in action films and played supporting roles in "The Expendables 2" (2012), the "Kung Fu Panda" franchise (2011-2016) and the "Kickboxer" reboot (2016-2018).

VAN DAMME's flagship film, "Bloodsport," was released on February 26, 1988, and became a box office hit in the United States. Producer Mark Di Salle said he was looking for "a new martial arts star who was a man of women," and VAN DAMME appealed to both men and women. He became an American hero who fought for justice the American way and defeated the bad guys.

VAN DAMME achieved mainstream recognition with the theatrical release of the film "JCVD" in 2008, which received positive reviews. Time Magazine named VAN DAMME's performance in the film the second best of the year (after Heath Ledger's portrayal of the Joker in "The Dark Knight"), stating that VAN DAMME "doesn't deserve a black belt, but an Oscar".

In Netflix's "Last Mercenary," VAN DAMME delivered a remarkable performance in an entertaining action comedy, playing a former secret agent forced back into action to save his separated son. The film charted in Netflix's top three charts for three months. Additionally, JCVD's 2019 action crime drama "We Die Young" began airing on Netflix on June 1, 2022 and made it into the top 10 most-streamed movies in the United States.

In the world of video games, NetherRealm Studios paid tribute to VAN DAMME by creating the character of Johnny Cage in the iconic game "Mortal Kombat".

In 2012, a statue of the actor was unveiled in Anderlecht, Belgium. The work depicts a younger version of the Brussels Muscles in one of his fight poses from the movie "Kickboxer". VAN DAMME described the statue as representing the dream of a Brussels child and being for all children who pursue their sincere desires. He added that if one believes strongly enough in something, it can become a reality.