

Left Behind Games Finds Christian Video Gaming Niche

Parents who want to shield their kids from the violence of games such as *Grand Theft Auto* and *World of Warcraft* have an alternative this holiday shopping season: Left Behind (LB) Games.

“Retailers are showing more interest in LB Games, our Christian video game products,” says Troy Lyndon, CEO of Left Behind Games. “Over the past two years, we’ve invested in the development of the Christian video game market by giving away more than 50,000 PC games to our network of pastors who share our desire to provide healthier video game alternatives to their youth.”

The world’s leading publisher of Christian video games is finding mainstream distribution. Two of its latest PC games, *Left Behind 3: Rise of the Antichrist* and *Charlie Church Mouse* are available in Walmart. Other titles available in Christian retail stores, where Left Behind Games has gained significant traction, include *Praise Champion*, *Keys of the Kingdom* and *Left Behind 2: Tribulation Forces*. LB Games has already started development to convert its existing titles to Wii, Xbox 360 and PlayStation 3 with the expectation to release its first title in 2011.

Of course, Christian video games aren’t exactly new. Wisdom Tree and BibleBytes published Christian video games for the Nintendo Entertainment System in the late 1980s. But with Left Behind Games sales soaring, it looks like a new day has dawned for this form of Christian media.