



## ***MEDIA RELEASE***

**Monday, August 18, 2025**

***FOR IMMEDIATE RELEASE***

### **City hosts *Game On! After Dark* evening gaming event**

(Barrie, ON) – *Game On! After Dark* is the City's gaming event, where you can experience all things gaming—from a video game tournament to a thrilling escape room, epic board game battles, and much more. The 19+ event takes place Saturday, September 20, 2025, and will once again be hosted by Canadian hip-hop artist, three-time Juno Award winner, and video game voice actor, Infinite, of the "The Infinite and Louise Show", along with Louise Jackson, a dedicated leader and inspirational speaker.

"We are excited to be back for another year of *Game On! After Dark*. This event connected us to the Barrie community in ways we never could have imagined. The energy, the passion, and the people—this experience continues to inspire and uplift," said Infinite and Louise. "We can't wait to see who will rise as this year's champion. Thank you to the City of Barrie for believing in the power of gaming and community. This event is truly changing lives."

*Game On! After Dark* goes from 6 to 10 p.m. at the Five Points Theatre, located at 1 Dunlop Street West. The evening will feature Barrie's Ultimate Gamer Tournament, where competitors will face off for the chance to be named "Barrie's Ultimate Gamer 2025" and win a prize.

The evening event will also feature a cosplay mix and mingle, an escape room, and gaming and board game lounge areas. Admission is free, and tickets are not required to attend. Pre-registration is recommended to participate in the tournament portion of the event. Food and beverages will be available for purchase.

Attendees will also have an exciting opportunity to try out the new Nintendo Switch 2 system at the event. Be among the first to experience the next generation of Nintendo gaming with hands-on demos available throughout the evening.

*Game On!* is one of [four City events named to the 2025 Top 100 Festivals list](#) by Festivals and Events Ontario. This year's event is generously supported by the following media partners: Rock 95, 107.5 Kool FM, Pure Country 106, BOUNCE 104.1 Radio, 93.1 Fresh Radio, 101.1 Big FM, and CFRH.

For more information and to register for the tournament, visit [barrie.ca/GameOn](https://barrie.ca/GameOn).

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