



Niagara Cares Teams Up with Games for Change and Filament Games to Create Recycling Game “Salvage Safari” on Roblox

New STEM Educational Game Will Inspire Players to Recycle Outside of Gameplay

Diamond Bar, Calif. (Nov. 19, 2024) – Niagara Cares, the charitable division of [Niagara Bottling, LLC](#), the family-run beverage company that has hydrated America since 1963, is partnering with [Games for Change](#) and [Filament Games](#) to create a gameplay experience called **Salvage Safari** within [Robot World](#) on **Roblox**. The new game will educate players about recycling and the circular economy while building important skills for the future, such as engineering and robotics.

In **Salvage Safari**, players embark on an eco-friendly adventure as a climate-saving crab robot. Starting on a littered beach, they’re tasked with collecting and sorting waste into proper receptacles. Players in the main arena can access the special beach recycling area with robot flinger pads. When they land, players progress through quests, aiming to collect and recycle hundreds of items. This engaging update combines fun gameplay with an important message about environmental responsibility and making our planet a safer, cleaner, and more sustainable place.

“Salvage Safari gives us a whole new way to build community connections and promote sustainable habits, which is the heart of what we do at Niagara,” said Ann Canela, director of corporate giving of Niagara Bottling. “Recycling is important for a healthy community by keeping valuable materials out of landfills. Thanks to our partnerships with Games for Change and Filament Games, we’re making it fun to learn about recycling and build habits in the virtual world that will inspire players to take action toward a greener future in their real-world communities.”

With the aim of making STEM learning engaging and fun, the mechanics of **Salvage Safari** focus on design thinking, encouraging users to think like real engineers, fostering creativity and problem-solving skills. Players also learn the importance of teamwork, sportsmanship and collaboration through the natively-multiplayer, platform-agnostic and free-to-play nature of Roblox and **Salvage Safari**. The game will be free to play and playable on phones, tablets and browsers, allowing players from all identities and economic backgrounds to foster STEM affinities and growth mindsets.

"This innovative collaboration with Filament Games and Niagara Cares brings environmental education to life through play," said Susanna Pollack, President of Games for Change. "Salvage Safari demonstrates how games can transform complex topics into engaging and impactful learning experiences. By meeting young players where they are on Roblox, we're creating opportunities for them to develop critical STEM

skills while fostering environmental awareness. This partnership exemplifies our mission to harness the power of games to inspire real-world action and positive change."

With over 900,000 plays since launch, Robot World was designed in collaboration with the competitive robotics experts at FIRST®. The Salvage Safari update also introduces a new badge system, rewarding players for their environmental efforts. Badges include First Collection, Collection Leader, Collection Champion, Sorting Expert and the ultimate Recycling Champion badge for collecting all four previous badges.

"With the new Salvage Safari in Robot World, our partners at Niagara Cares are demonstrating the transformative potential of a well-designed learning game," said Dan White, CEO of Filament Games. "Roblox is the perfect platform to deliver this vital, immersive experience to hundreds of thousands of young people, engaging them in key sustainability and recycling practices that protect the future of our planet."

As a first-of-its-kind partnership for Niagara, the company is enabling people of all ages and backgrounds to learn more about the circular economy, encouraging recycling outside of gameplay while fostering valuable skills for players. Through the long-term partnership, Niagara is committed to continuing to enhance the gameplay experience and environments for players to explore.

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Niagara Cares is the heart of what we do and who we are at Niagara Bottling. For more than 60 years, we have been making a difference for our Team Members, consumers and communities through philanthropic giving, volunteering, water donations and disaster relief. As a family-owned business, we are committed to creating meaningful change for our communities through a spirit of giving back both big and small. For more information, visit niagarawater.com/niagara-cares.

Niagara Bottling, LLC has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading U.S. beverage manufacturer, Niagara Bottling works closely with some of the largest retailers, grocers, club and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit www.niagarawater.com.

Filament Games is a boutique game development studio with an 18-year track record of success and leadership in the educational game space. We're all about delivering positive impacts as well as legitimately engaging game play - simultaneously! It's both our specialty and our #1 priority, whether the intended impact takes the form of new knowledge, broader empathy, or a fresh perspective. With more than 400 projects completed for heavyweight clients like National Geographic, the Smithsonian, Oculus, McGraw-Hill, Scholastic, and more, our team brings an expert hand to creating stunning educational games that can reach any age, leverage any platform, and teach any topic.

Since 2004, **Games for Change** (G4C) has empowered game creators and innovators to drive real-world change, using games and immersive media that help people learn, improve their communities, and contribute to making the world a better place. G4C partners with technology and gaming companies, nonprofits, foundations, and government agencies to run world-class events, public arcades, design challenges, and youth programs. G4C supports a global community of game developers using games to tackle real-world challenges, from humanitarian conflicts to climate change and education. To learn more, visit <https://www.gamesforchange.org/>

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