

CAMP ALDERWOOD

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- **An immersive life simulation/RPG experience set in a classic summer camp environment.**
- **Create and customize your own camper.**
- **Forge meaningful friendships with fellow campers through shared activities and dialogue choices.**
- **Earn skill badges across various categories like outdoor survival, sports, creativity, and life skills.**
- **Participate in exciting camp events like the Camp Olympics, Talent Show, and weekly cabin challenges.**
- **Influence the camp's spirit and morale through your actions, raising (or lowering) the "Camp Spirit Meter".**
- **Multiple endings determined by camp spirit level, relationships, and personal accomplishments.**



HIGH CONCEPT

Camp Alderwood has lost its spark. As a returning camper, it's up to you to reignite camp spirit and save it from closure.

Embark on adventurous missions, forge friendships, and participate in camp activities to restore the morale of Camp Alderwood.

**CAN YOU STILL HAVE THE BEST
SUMMER EVER WHILE SAVING THE
PLACE YOU LOVE?**

GENRE

Camp Alderwood is a blend of life simulation, role-playing, and casual adventure. It draws inspiration from popular games like:

- **Animal Crossing**
- **The Sims**
- **Stardew Valley**

HOOKS

- **Immersive Camp Experience**
- **Personalized character development**
- **Dynamic friendship system**
- **Skill progression and badge system**
- **Engaging camp events**
- **Leave your mark on camp legacy**

REVENUE MODEL

Camp Alderwood will be sold as a premium digital purchase on the Nintendo eShop for Nintendo Switch.



BACKSTORY

For decades, Camp Alderwood was a renowned summer camp. Founded 50 years ago, the camp became a rite of passage for families, creating lifelong memories every summer.

Sadly, the camp fell into disrepair as interest in the outdoors diminished over time. Traditions faded, activities stopped, and the camp's inviting spirit was extinguished.

This summer, YOU are one of the few returning campers determined to save Camp Alderwood from permanent closure.

The fate of this iconic summer camp rests on your shoulders. Can you rekindle Camp Alderwood's spirit and ensure its legacy?

OBJECTIVE

SAVE THE CAMP!

Rally together with fellow campers to raise the camp's spirit meter.

CHARACTERS



[PLAYER INSERTED NAME]

- You're a returning camper, the protagonist of this summer's adventure at Camp.
- Players refer to you by the name you choose.
- Your experience depends on your choice of counselor.



DIRECTOR WILDER: CAMP DIRECTOR

- Your mentor and guide.
- A respected leader, only seen at major camp events and during tutorials.



BECKETT: VETERAN COUNSELOR

- A few decades of camp experience makes Beckett a seasoned expert.
- Choose him to earn bonus XP in Life Skill Challenges.



MILES: SPORTY COUNSELOR

- Miles is a first-year counselor and competitive athlete eager to dominate camp challenges.
- Choose him to earn bonus XP in Athletic Challenges.



FINN: CHILL COUNSELOR

- Laid-back and easygoing, Finn grants campers ultimate freedom.
- Choose them to earn bonus XP in Creative Challenges.



PIPER: PEPPY COUNSELOR

- Piper spirited enthusiast who thrives on teamwork and positive energy.
- Choose her to earn bonus XP in Team Challenges.



SARA/SEAN: VETERAN BUNKMATE

- Your bunkmate if you choose the Veteran Counselor.
- Increased chances of building friendships with Veteran Campers.



LILY/LUCAS: SPORTY BUNKMATE

- Your bunkmate if you choose the Sporty Counselor.
- Increased chances of building friendships with Sporty Campers.



MASON/MARY: CHILL BUNKMATE

- Your bunkmate if you choose the Chill Counselor.
- Increased chances of building friendships with Chill Campers.



HEATHER/HENRY: PEPPY BUNKMATE

- Your bunkmate if you choose the Peppy Counselor.
- Increased chances of building friendships with Peppy Campers.

MISSION/STORY PROGRESSION

In this single-player adventure game, players are returning campers tasked with saving Camp Alderwood from closure.

They navigate eight weeks of fun-filled challenges and activities, earning badges, strengthening friendships, and exploring the campgrounds.

Each week, teamwork and skill determine victory in Cabin Challenges. Campers face off in the Camp Olympics mid-summer, competing for glory and unique rewards. As the Talent Show approaches, players can choose whether or not to participate. Choosing to do so unlocks special activities to hone their talent, increasing their chances of winning the grand prize and boosting the camp's reputation.

At the end of the summer, players say goodbye to their new friends and camp, with their outcome determined by their spirit meter and overall camp experience. The player with the highest spirit and skill is crowned the ultimate camp champion, securing Camp Alderwood's future for decades to come!

