

# Electronic Arts stages fake protest of game at E3

June 5 2009

---



Show attendees play video games at the Nintendo booth at the E3 Expo in Los Angeles, Tuesday, June 2, 2009. (AP Photo/Jae C. Hong)

(AP) -- Electronic Arts has been playing games with attendees of the nation's biggest video-game trade show.

The [game publisher](#) hired a group of nearly 20 people to stand outside the [Electronic Entertainment Expo](#) in Los Angeles on Wednesday and appear to protest the upcoming EA game "Dante's Inferno." EA spokeswoman Holly Rockwood says the stunt was arranged by a viral marketing agency hired by EA.

The group claimed to be protesting the third-person action game - loosely based on Dante Aligheri's poem "Divine Comedy" - because they said the game glorified eternal damnation.

The fake religious protesters passed out pamphlets and held up picket signs with messages such as "Hell is not a Video Game" and "Trade in Your PlayStation for a PrayStation."

*©2009 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.*

Citation: Electronic Arts stages fake protest of game at E3 (2009, June 5) retrieved 17 July 2024 from <https://phys.org/news/2009-06-electronic-arts-stages-fake-protest.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.