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New Mexico Film Office Announces Video Game “Button City Football Club” From Subliminal Gaming in Albuquerque

Santa Fe, NM - Amber Dodson, the New Mexico State Film Office Director, announced today that Subliminal Gaming’s sports game, “Button City Football Club,” will be created in Albuquerque.

Subliminal Gaming LLC is an Albuquerque-based indie game studio that makes wholesome games that are compassionate, cute, and diverse. The studio’s co-founder and art director, Shandiin Yazzie Woodward, developed the original concept. An indigenous (Diné) artist, Woodward created Subliminal’s unique and colorful style. The company advocates for uplifting marginalized voices and diversity in games.

Directed and produced by Ryan Woodward (“Button City”) and Shandiin Woodward (“Jared’s Journey”), “Button City Football Club” is the spin-off sequel to the multiplatform 2021 game “Button City.” In the game, soccer has taken over Fennel the Fox and his friends’ town with the upcoming Open Trophy Tournament. Players take control of a soccer team and shape their journey on and off the pitch. Will they go for glory and win it all, or fail in the first round? They could also uncover a secret corruption plot as they kick their way through the Button City Football Club.

“We’re excited to expand the world of Button City by bringing our love of soccer,” Woodward said.

The production will employ approximately 4 New Mexico game programmers and 3D artists.

For more information, contact hello@subliminalgaming.com.

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ABOUT STOWE STORY LABS

Stowe Story Labs is a Vermont-based 501(c)(3) nonprofit founded in 2013. Stowe offers development support and skills training for top emerging screenwriters, filmmakers, and creative producers from around the world to help them get their work made and seen, thereby bending the world through story. Programming includes narrative labs, writers’ retreats, remote long form writing programs, ongoing mentoring, community building, and advanced development programs. [Click here to learn more.](#)

media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2023 Best Place to Live and Work as a Moviemaker](#)" by MovieMaker Magazine.

To learn more, visit nmfilm.com.

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The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



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