**FOR IMMEDIATE RELEASE**

**Blue Marble Vision, Invincikids, and Cyber Athletix Partner to Expand Access to Immersive Pain Management Solutions in Pediatric Healthcare**

Santa Fe, NM — July 31, 2025 — Blue Marble Vision, an emerging immersive experience content leader, announced today a strategic partnership with Invincikids and Cyber Athletix to scale access to next-generation immersive technologies in pediatric hospitals. The collaboration meets a growing need for practical, non-pharmacological pediatric pain management and emotional care interventions.

This initiative combines Blue Marble's award-winning immersive content with Invincikids' global distribution infrastructure and Cyber Athletix's human performance and engagement expertise. The organizations aim to significantly reduce barriers to access and implementation of immersive experiences in children's hospitals and healthcare systems across diverse regions, from major academic centers to resource-limited rural clinics.

Through engaging virtual reality (VR) and 360º video experiences, the program offers children drug-free tools with the potential to help reduce procedural pain, stress, and anxiety. Blue Marble's content is designed to be emotionally supportive, nature-rich, and adaptable across multiple platforms, including low-cost headsets and tablet-based delivery systems.

"This partnership aligns with the evolving delivery of pediatric care, which recognizes that healthcare must address both the physical and emotional needs of children," said Ulice Payne, CEO of Cyber Athletix. "We are proud to support this effort to bring immersive approaches to the forefront of digital health, especially in underserved communities."

Pilot deployments in children's hospitals across North America will begin in Q-3 2025. By early 2026, the program will be expanded with the support of charitable foundations to enable further reach into pediatric populations, with a strong focus on equitable access.

"This is more than content delivery—it's a global movement to redefine how technology can support wellness and healing," said Andre’ Bollaert, executive director at Invincikids. "With this new partnership, we envision the delivery of technology and content that can reduce anxiety and pain perception, encourage physical rehabilitation, and support the mental wellbeing and resiliency of children everywhere.”

The collaboration seeks additional funding and clinical research partnerships to support global scaling and robust outcome measurement.

**About Blue Marble Vision**

A nonprofit organization, Blue Marble Vision, produces immersive wellness content rooted in nature therapy. This content supports healing and reduces patient stress in healthcare environments.

**About Invincikids**

Invincikids is a nonprofit that connects children in hospitals with life-enhancing technologies and empowers resilience and joy through access to immersive tools.

**About Cyber Athletix**

Cyber Athletix drives innovation at the intersection of digital health, gaming, and social impact—creating inclusive pathways for technology-enabled wellness and engagement.

**To collaborate, fund, or pilot this program:**

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