

PATCH PRODUCTS AND PLAYDATE US ANNOUNCE A JOINT EFFORT FOR THIS YEAR'S MILLION MINUTE FAMILY CHALLENGE

Leading Game Manufacturer and Lifestyle Company Bring Families Together for Fun

Contacts:

Jessica Wineke
Patch Products, Inc.
(800) 524-4263, ext. 246

jessicaw@patchproducts.com

Nikki Barjon
The R Agency for PlayDate US
(404) 514-9992

nikkibarjon@theragency.com

FOR IMMEDIATE RELEASE

BELOIT, Wis.— At the onset of *Million Minute Family Challenge*, Patch Products®, a leading manufacturer of board and card games, is pleased to announce its partnership with PlayDate US, a well-known social event created to be an alternative to the typical night out.

The *Million Minute Family Challenge*, which is in its ninth year, encourages interaction and communication among family and friends by setting a national goal of playing games for a total of 1 million minutes from Sept. 1 through Dec. 31.

Last year, a total of 298 groups, clubs, classrooms, libraries and families throughout the nation, surpassed the 1 million minutes goal for a record-setting 1,416,525 minutes!

This year, PlayDate will lend the support of more than 25 national affiliates across the country to find new and exciting ways to encourage families and friends to participate and join in the *Million Minute Family Challenge*. Both organizations recognize that with the current economic situation, people are thinking twice about high-priced activities like dining out, going to the movies or attending sporting events. Instead, consumers want to go back to the basics with items that are economical and have a high play value such as board games. With board games varying so much in complexity, there is something for everyone!

Beth Muehlenkamp, Patch Products Senior Promotions Coordinator, is excited to have the opportunity to work with PlayDate and hopes that with their help, people of all ages will participate in this fun challenge this year.

“There are many great games available for people of all ages and it often takes just 20 minutes to discover the magic in a board game,” said Muehlenkamp. “We are excited that PlayDate is supporting the *Million Minute Family Challenge* because their whole purpose is for adults to have fun and realize they are never too old to play games.”

PlayDate Founder, Imari Havard, has seen first-hand the magic of playing games throughout his PlayDate events and is eager to help spread the word through the *Million Minute Family Challenge*.

“The central idea behind the *Million Minute Family Challenge* was a natural fit for us, because we get people to play games for a living, shares Havard.” “We are most excited about supporting an initiative that helps bring people together. It is about a shared responsibility of reminding us what matters most—our families and friends,” he said.

Families or groups interested in participating in the *Million Minute Family Challenge* are encouraged to visit www.millionminute.com for sign up information, game ideas, party ideas, fun facts, irresistible snack ideas and beyond! It's been said that life's a game—enjoy it with the *Million Minute Family Challenge*!

In addition to Patch Products, this year's supporters who are helping to bring awareness to the *Million Minute Family Challenge* are KOA®, Great Wolf Lodge® resort locations in the U.S., Blue Harbor Resort™ and Turnoff Week.

About Patch Products

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What's Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit patchproducts.com.

About PlayDate

Play Date is an alternative to the typical night out. It provides a fun and exciting atmosphere where you can enjoy good food & cocktails, listen to a variety of music, socialize, and meet great people all while playing games. The event has attracted the likes of Tom Joyner, Steve Harvey former NFL stars Eddie George, Ray Buchanan, as well as major corporate brands such as Ford. Additionally, PlayDate has garnered extensive media attention including *Associated Press*, *The New York Times*, *Forbes*, *Entrepreneur* and CNN, amongst others.