

FOR IMMEDIATE RELEASE

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**Make Tonight a Game Night with the Million Minute
Family Challenge!**

Patch Products continues to bring laughter and joy into homes near and far with their 11th annual Million Minute Family Challenge, aimed at bringing family and friends closer together.

BELOIT, Wis.— Playing games with your kids is a perfect way to spend time together and build learning skills at the same time.

Decades ago, families often spent more quality time together. There were significantly fewer distracting options than there are today. Now, families have the constant struggle of getting their kids to put down the remote, stop playing the video games, get off the Internet and so much more! As a result, family time often takes a back seat. Patch's *Million Minute Family Challenge*[™] is aimed at bringing back that quality time while providing some good old-fashioned fun!

The *Million Minute Family Challenge* is a grassroots effort sponsored by Patch Products, makers of popular family games including *Buzzword*[®], *What's Yours Like?*[®], *5 Second Rule*[®] and *Farkle*. The challenge encourages interaction and communication among family and friends through playing board games. The goal is to have families, groups or organizations in each of the 50 states and Canada play a board game and then log their minutes to set a goal of playing games for a total of one million minutes from Sept. 1 through Dec. 31.

Groups join the *Million Minute Family Challenge* because it is an easy, yet effective way to reenergize and give incentive to spending time with family or friends. Board games and card games offer true face-to-face interaction that is disappearing in our daily lives. Playing a game creates a relaxed environment to converse, laugh and really get to know one another, and all of this can be accomplished in as little as 20 minutes.

Last year, a total of 851 groups, clubs, classrooms, libraries and families surpassed the one million minutes goal with an impressive 1,063,129 game-playing minutes logged! Will the record be broken again this year? Give it a try and get your friends and family in on the fun. You have nothing to lose and a whole lot to gain.

Families or groups interested in participating in the *Million Minute Family Challenge* are encouraged to visit millionminute.com for sign-up information, game ideas, party ideas, fun facts, irresistible snack ideas and more!

In addition to Patch Products, this year's supporters who are helping to bring awareness to the *Million Minute Family Challenge* are the American Association of School Librarians and Games for Educators.

For more information on Patch Products, visit patchproducts.com or call 800-524-4263.

About Patch Products

Patch Products is a family-owned company, leading the toy industry in design, manufacturing and marketing of games, children's puzzles, preschool toys, creative activities and teaching tools. Since 1985, Patch has developed high-quality, award-winning products that enrich lives by providing fun and interaction. Top-selling brands include *Buzzword*®, *Farkle*, *What's Yours Like?*®, *5 Second Rule*®, *Take 'N' Play Anywhere*™, *3D Sneaky Puzzles*®, *Bed Bugs*™, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. As their presence grows, Patch continues to focus on innovation in building brands and creating new categories. Log on to patchproducts.com for more information.

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