

**FOR IMMEDIATE RELEASE****Contact**

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## **Take those games off the shelf – it's *National Game & Puzzle Week!***

BELOIT, Wis.— Between filling up on turkey and pumpkin pie the week of Thanksgiving, families everywhere will be bringing out their favorite games for some quality time together. Patch Products is excited to be a part of another *National Game & Puzzle Week*, which is observed the same week as Thanksgiving.



Here at Patch, we agree with Dr. Michele Borba's recent assessment that in this digital age of smartphones and tablet computers, "Plugged in kids lose family time and empathy." ([micheleborba.com/blog/](http://micheleborba.com/blog/)). For adults, board games provide the face-to-face interaction that we need with our family and friends. For children, games teach crucial social and communication skills they can't get from digital media.

*National Game & Puzzle Week* is a week set aside to celebrate game play. It's designed to bring family and friends together over rounds of friendly competition. Board games, dice games, games of risk and skill – anything goes!

After playing a game, Patch encourages families to add their game-play minutes to the *Million Minute Family Challenge*™. The *Million Minute Family Challenge* is a grassroots effort encouraging interaction through playing games. The goal is to reach one million minutes of game play by Dec. 31. Currently, more than 630 different groups across the country are participating.

It's easy to be a part of the challenge. Simply play a game with family members and friends and log your game-play minutes at [millionminute.com](http://millionminute.com). The website is filled with fun game ideas, ways to get involved, free lesson plans for teachers and more! The American Association of School Librarians and Games for Educators are also proud supporters of this initiative. For more information on Patch Products and *Million Minute Family Challenge*, visit [patchproducts.com](http://patchproducts.com).

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 its presence grows, Patch continues to focus on innovation in building brands and creating new categories.