



Melanie McEvoy
Delphinus, LLC
212.734.9461
mmcevoy@delphinusllc.com

Patrice Halas
Always Play Fair
914.948.9797
phalas@packyplayfair.com

PACKY PLAYFAIR TACKLES SPORTSMANSHIP *Introducing the Always Play Fair™ Board Game*

Following the recent successful launch of Packy PlayFair™, the national mascot for sportsmanship, Always Play Fair™, LLC has introduced its first product featuring this fun, hip pachyderm - the Always Play Fair board game.

This award-winning, interactive board game, for kids ages 6-12, is the first in a series of products to be released by Always Play Fair to help kids learn about sportsmanship and fair play. The game features Packy PlayFair, a fun, cool, pachyderm that knows what's cool about sportsmanship and fair play. Packy™ makes mistakes, like all kids, but learns from those mistakes and tries to do better the next time. Packy makes doing the right thing fun and cool.

Many parents struggle to find toys that send appropriate messages and are good clean fun. The Always Play Fair board game is definitely a product that parents, educators and coaches will value as a great learning tool in reinforcing sportsmanship and fair play. The board game has received rave reviews from parents, educators and coaches and has won a Seal of Excellence from *Creative Child Magazine*, The National Parenting Center's 2004 Seal of Approval and is an honored recipient of an iParenting Media Award. More importantly, focus groups have shown that kids think the Always Play Fair game is fun and that Packy is cool!

To play, players pick their favorite Packy PlayFair game piece from the nine sport/play activities. Starting youngest to oldest, players spin the spinner to move around the board and see what the cards have in store. Each card teaches a valuable lesson in sportsmanship and fair play. If Packy does the right thing, the player moves ahead - a slip-up results in a move back. There are twists and turns throughout the game that enable players to pick the best course to follow. The first person to move around and collect all the letters of "PLAY FAIR!" wins the game.

A series of Packy PlayFair plush toys are in development and a Packy PlayFair licensed clothing line will be in stores in Spring '06. Computer games, a book series and school supplies are just a few of the products that will be introduced in the coming year.

In addition, the **Always Play Fair website** (www.packyplayfair.com) offers free sportsmanship/fair play resources for teachers and coaches including bi-weekly lesson plans on character education and weekly sportsmanship quotes. The "Kids Corner" has weekly fun facts, talks with Packy, an email newsletter and much more. Kids, parents or teams that visit the site and take Packy's pledge will receive a free sportsmanship patch or pin.

Always Play Fair, LLC is a company dedicated to expanding the message of sportsmanship and fair play through its mascot, **Packy PlayFair**.

211 Beverly Road • White Plains, NY 10605
Phone 914-948-9797 • Fax 914-684-0962 • info@packyplayfair.com
www.packyplayfair.com