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Keep the Budget in Check with Family Game Night

Enjoy an Evening of Fun and Laughter with Loved Ones without Breaking the Bank

EAST LONGMEADOW, Mass., Nov 18, 2008 (BUSINESS WIRE) -- Do you wish your family could "Pass GO and collect \$200" to put a little extra cash in your pocket? Or, do you wish that winning the lottery in real life could be as easy as it is in THE GAME OF LIFE? While families across the country might be feeling the credit crunch, there's no reason to cut spending where it matters the most -- in the form of time with your family. Starting this week --National Board Game Week -- Hasbro encourages Americans to share a weekly night of laughter, bonding and fun -- and still stay on budget -- with a Family Game Night.

Board games can certainly be played and enjoyed at any time, but a designated family game night provides an opportunity for families to share an affordable night of staying in and creating new memories together. In fact, according to a survey conducted by Hasbro in May 2008, nearly half (48%) of Americans believe that a family game night is the most enjoyable form of family bonding. Board games top other traditional family activities such as watching movies (22%), cooking (19%) and playing sports together (9%).

"Having a family game night is a cost-effective way for families to connect and laugh out loud," said Laura Rowley, author of Money & Happiness: A Guide to Living the Good Life and a columnist for Yahoo! Finance. "I was raised in a large family where game night was a given -- and continue the tradition with my three children. For families on a budget, buying a new game costs significantly less than many other entertainment options, such as dining out or attending a sporting event, which makes adding a new game to your game night repertoire a smart and economical choice."

Planning a family game night is simple: choose a date and time, pick up a game that is appropriate for the family (taking into consideration the ages of those playing and the number of people) and then, play! Plan to laugh and have a great time. To add another element to the evening that will help establish a family tradition, bring home a pizza, serve a family-favorite dessert or grant a 30-minute extension on bedtime.

"Family game night invites families everywhere to turn off the outside world for a short time and reconnect with each other," said Matt Collins, Vice President of U.S. Marketing for Hasbro Games. "This year we are pleased to commemorate the 10th anniversary of Hasbro's Family Game Night initiative, which continues to encourage families to play games together for fun, learning and laughter."

When planning your Family Game Night, consider some of America's favorite Hasbro games, most of which are available for less than \$20: MONOPOLY, CLUE, SCRABBLE, SORRY!, THE GAME OF LIFE, CONNECT 4, CRANIUM or OPERATION. Or, if you're looking for a new game, try PICTUREKA!, a fast finding picture game that provides fun for the whole family.

Some of the classic favorites have been updated, adding a new dimension of play to the game. For example, MONOPOLY Here & Now: The World Edition invites players to buy and sell cities from around the world instead of the streets of Atlantic City. SORRY! Sliders is the newest game of sweet revenge and invites players to send pawns embedded with ball bearings whizzing up a ramp towards the center target of the game board, knocking out other pawns and sending them back to home base. And CLUE has received a modern-day make-over with a celebrity-style mansion providing the background for the crime instead of a Tudor mansion.

For additional information about games and other tips for Family Game Night, visit www.familygamenight.com.

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