



Have Your Best Christmas Ever!

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FOR IMMEDIATE RELEASE:

New Game Fights Commercialization of Christmas

Sebastopol, CA – November 5, 2013 – America’s favorite antidote to Christmas commercialism, *The Christmas Game*, just got stronger with two new expansions for 2013: a Quick-Start Deck and a Christian Deck.

The Christmas Game is a collection of jumbo-size, heirloom-type cards. Players turn over the cards on Christmas Day. Although some cards direct players to open presents, others introduce new family traditions, acts of kindness, games, and other activities to make the celebration more meaningful and more memorable.

According to a 2012 survey of Americans who celebrate Christmas, 52% wish that Christmas were less commercial, and almost two-thirds have tried to modify the gift-giving tradition to have fewer presents or to de-emphasize gifts. The Christmas Game helps families spend less time and money on presents and spend more time together.

“*The Christmas Game* celebrates the universal values of Kindness, Togetherness, Family Traditions, Shared Memories, and Fun,” said Shelly Albaum, President of *The Christmas Game*. “But our number one customer request in 2012 was for a Bible-themed card collection that would recognize the religious aspects of the holiday. Our new add-on Christian Deck celebrates the same values, but includes new activities to accomplish that squarely within the Christian tradition, with an emphasis on Jesus and the Bible.”

“Our second new product introduction for 2013 is the Quick Start Deck, which allows families to play *The Christmas Game* out of the box with no preparation,” said Albaum. “Because the Quick Start Deck costs just \$5 with free shipping, any family can afford to start taking the commercialism out of their holiday, and enjoy a celebration that is more meaningful and more memorable.”

During the run-up to Christmas, many families get caught up in the shopping frenzy. *The Christmas Game* offers an alternative approach that is guaranteed to give you your best Christmas ever.

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