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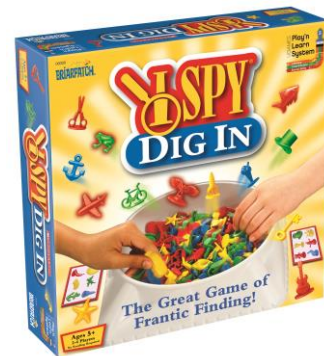
FOR IMMEDIATE RELEASE

Briarpatch® Proves that Play + Learning = Fun

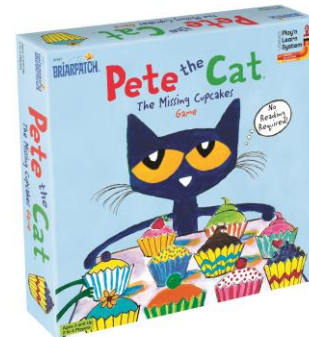
San Francisco, CA, September 19, 2017 – University Games' Briarpatch brand, the leader in preschool board games for 25 years, continues to provide inspiring, educational and FUN games with its new Fall lineup. Briarpatch's proprietary Play 'n Learn System is the only learning-focused game system to provide milestones to parents in terms of key developmental areas for children.

The new games now available are:

I SPY Dig In (ages 5+): Based on the popular I SPY book series, I SPY Dig In is the great game of frantic finding! Kids practice literacy, coordination, and social skills as they race to match the images on their cards with bright, colorful objects from the bowl. After everyone first takes a turn, they all dig in at once for the final round! The game encourages development of vocabulary, fine motor skills, cooperation and rule following.



Pete the Cat Missing Cupcakes Game (ages 3+): In this cooperative board game, kids join Pete the Cat and his friends as they work together to get the missing cupcakes back from Grumpy Toad. Players collect colorful cupcakes as they sing songs, act out physical activities, and identify favorite animals, foods, and words. Kids use simple strategy and decision making, and use their imagination to express themselves without words.



The World of Eric Carle Around the Farm Game (ages 3+): Based on Eric Carle's best-selling book, players help baby animals find their way home. The game introduces children to counting and identifying baby and adult animals. Counting is especially fun as the players make animal sounds for each animal they move. Everyone wins in this cooperative game when each baby animal has been reunited with its adult animal.





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These new games join the Briarpatch portfolio of classic games, including Kids on Stage, Scavenger Hunt for Kids, and Monkeys Jumping on the Bed.

The backbone of the Briarpatch brand is the company's Play 'n Learn System, which helps parents understand the developmental aspects of each game. To learn more about the company's Play 'n Learn System and its entire line of learning games, visit www.universitygames.com/playnlearn.

About University Games

Founded in 1985, University Games has developed and manufactured over 500 games, puzzles, and children's learning and activity sets. The company philosophy has always been to offer products that encourage fun, creativity, and imagination for kids, families and adults. The company offers a wide array of products under the University Games®, Briarpatch®, BePuzzled®, U-Create™, Great Explorations® and Front Porch Classics® brands.

Find us at www.universitygames.com or www.facebook.com/UniversityGamesUSA.

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