



Matt Molen
SimplyFun
425-289-0858 ext 307
mmolen@simplyfun.com
Samples available upon request

Children Set Sail in Search of Treasure in Winds of Fortune™

New game from SimplyFun teaches counting, strategy, and fine motor skills

BELLEVUE, WA – (July 21, 2009) SimplyFun™ announced today the addition of a new children's game to its growing line of products and activities designed to capture the imagination of children while encouraging healthy play. The new game is called Winds of Fortune™ and is designed for ages 6 and up.

"Children learn life's most important lessons through play," says SimplyFun Chief Funster Gail DeGiulio. "Every child needs an abundance of healthy play experiences with their peers, parents, and by themselves in order to develop into successful and happy adults."

A January 2009 report by *Scientific American* agrees with DeGiulio. According to recent studies, the report says that healthy play is important, in fact, essential to the physical, social and emotional well being of children. Not a luxury, healthy play guides every aspect of a child's development, helping them learn the social, emotional, and cognitive skills they need to grow into successful and happy adults.

SimplyFun's newest game focuses on fun, learning, connection building with other humans, and repeat play value.

To play Winds of Fortune, children navigate a ship through a water-filled tray by blowing through straws as their opponents race to stop them by rolling a die. The objective is to pick up glittering gems at each port.

Winds of Fortune is sold at in-home parties by SimplyFun Consultants or via the SimplyFun website. For more information about Winds of Fortune or how to make money playing games as a SimplyFun Consultant, please visit www.simplyfun.com.

About SimplyFun

Based in Bellevue, Wash., SimplyFun is a direct selling, home party plan company offering original, award-winning, play products for children, families and adults. SimplyFun believes that play is absolutely essential to a happy, successful and balanced life. SimplyFun is an active member of the Direct Selling Association. For more information on SimplyFun, its products or becoming a consultant, visit www.simplyfun.com or call 1-877-557-7767.

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