



# friends family & fun event



PROMOTIONAL PERIOD JANUARY 18TH - MARCH 12TH, 2010

*Sales of board games are up 28.9% in the first six months of 2009. Can you say the same for your sales? Friends and family are spending more time in their homes, playing board games and having fun together. Capitalize on the "re-nesting" of America!*



Drive traffic to your stores in the first quarter with the "Family Game Night" sponsored by HASBRO™!

Family Game Night is a series of weekly gaming nights in independent furniture stores featuring HASBRO™ games, onsite competitions & prizes for individuals and families. Leverage the nationally-advertised HASBRO™ Family Game Night assets with an integrated promotional campaign. Welcome families to your store to play and compete against each other for fabulous prizes while stimulating your sales of home furniture and furnishings!

***Pump up traditionally weak traffic days with your own "Family Game Night" event:***

A. Monopoly Monday   B. Scrabble Tuesday   C. Catch Phrase Wednesday

Plus! Every player who registers in your store is also entered to win an all expense paid family vacation for 4 to the Beaches Resort!

**Sign up now to reserve your market. All markets are first come, first served.**

## Visit Us At **SPACE #C-0510-6**



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