



Why We Are in the Business of Play

Hardships touch every one of our lives in some way, which is why we at Patch believe the industry in which we work – Games and Toys – has great responsibility. It is incredibly important to us to have fun and be silly and creative, but the greater reward is to share those feelings of happiness to those in need.

When we recently launched a promotion with the goal of donating *Perplexus*® games benefiting the children of St. Jude’s Research Hospital, we heard from, *Teach Your Children*, a retailer located in Davis, CA (a city just Southwest of Sacramento). The owner, Loren, wrote to us and touched our hearts with his support and insights. Loren has a customer with a child, Damien, just five years old who recently underwent a surgery at St. Jude’s to remove a malignant tumor from his brain and spine, where he is now “recovering and doing better.” He was so inspired by Damien and the work at St. Jude that Loren decided to donate an additional *Perplexus* game to this cause. These words and acts of kindness reinforce the faith of our efforts, and we hope to hear more stories like this as well as join hands with retailers and consumers across the country to bring something that is so very important to these children... a smile.

This charitable promotion began when Michael McGinnis – the inventor of *Perplexus* – signed the inside of 20 *Perplexus Original* games before they were sealed and shipped. We decided this would be a unique opportunity to give back to children in need as a benefit for St. Jude Children’s Research Hospital. We call this #LuckyPerplexus.

Somewhere in the country there are 20 *Perplexus Original* games with the autograph of the inventor inside. For every signed *Perplexus Original* that someone finds, Patch has committed to donate 10 additional *Perplexus* games to St. Jude’s, for a total donation of 200 games. If a person finds a #LuckyPerplexus, they simply take a photo and post it anywhere on social media with that hashtag and we take it from there!

**If you or someone you know has a child in need, please share this story to help spread the word and strengthen smiles across the country at St. Jude Children’s Research Hospital.*

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