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Kids Learn Social Awareness and Build Emotional Skills from Award-winning Game by Fun and Function -- at Toy Fair in NY, February 13-16

“Guess How I Feel?” Board Game Uses Real-life Scenarios to Help Kids Express Feelings, Read Social Cues, and Show Empathy

(Philadelphia, PA – January 24, 2011) – Kids learn social awareness and build emotional skills in a board game-twist on charades from Fun and Function, set to launch at the Toy Fair in New York on February 13, 2011 (Booth 5581). “Guess How I Feel?” uses real-life scenarios to engage children in self-expression and empathy, and have fun learning about each other.

The combination of social awareness and emotional skills contributes to each child's happiness and success. “Children and even adults know that relating feelings can be a challenge, so we developed a playful way to build skills for life,” said Aviva Weiss, Founder of Fun and Function and a pediatric therapist with five children. “The ability to read social cues and connect is critical to self-esteem and forming friendships,” she said. “We designed “Guess How I Feel” for all children, including those on the autism spectrum.”

Players take turns sharing and guessing each other’s reaction to 50 situations vividly pictured on cards, from getting a gift-wrapped box to dropping an ice cream cone, playing with friends or being excluded, seeing your parents happy or angry, riding a rollercoaster or learning to ride a bike, coming home or saying goodbye. Everyone takes a turn showing their reactions on a dry erase magnetic mirror that has magnetic facial expressions as well as colorful markers. The other players anticipate the reaction by describing or drawing it on their pads, and choose a prize band when they’re right. Several game variations add to the fun and help players get to know each other better. No reading skills are necessary.

Winner of the Dr. Toy 100 Best Products Award, “Guess How I Feel?” is for age 3 to adults. The game includes situation cards, a dry erase magnetic mirror board, magnetic facial expressions, dry erase markers, “Guess” bag with prize bands, timer, pencils and pads. The game retails for \$26.99 at www.funandfunction.com and on Amazon, and will be in stores after the Toy Fair.

About Fun and Function

Fun and Function (www.funandfunction.com) offers skill-building toys for children of every ability, promoting inclusive play at home, in school, and outdoors. Sold online and in toy stores nationwide, Fun and Function’s award-winning line includes language and social skills games, dress-up, foam scooters and inflatable products for active play, a rocket ship space tunnel, collectible chewies, clothing and accessories for sensory input, and more. Recommended by parents, pediatric therapists, and educators, Fun and Function helps children achieve their best and have fun at the same time. For more information or a free catalog, visit www.funandfunction.com or call 1-877-341-8062.