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FOR IMMEDIATE RELEASE

**Fun and Function Teams With Facebook Fans to Develop New Social (e)Motion™ Game;
Great Holiday Gift for Family Play and Social Skills - Save 30% on CyberMonday**

*New-age Charades game builds social awareness and self-expression;
Helps kids who misinterpret social cues, especially those on autistic spectrum.*

PHILADELPHIA– (November 21, 2011) – Fun and Function, LLC (www.funandfunction.com) today introduced the new *Social (e)Motion*™ board game, available online and in selected retail stores nationally. Created in partnership with Facebook fans, *Social (e)Motion* helps children develop empathy by acting, drawing or describing the emotions in pictures selected from family albums that were submitted by Fun and Function Facebook fans throughout the country.

“Children who learn to recognize social cues and relate to other people's emotions have greater success academically and socially,” said Aviva Weiss, pediatric therapist and founder of Fun and Function. “Our *Social (e)Motion* game builds relationship skills through play, and empowers children with these critical abilities for life. We teamed up with our Facebook community to create a social interaction game for kids that is both authentic and fun.”

To play the game, players take turns acting, drawing or describing the emotion shown on photographic Face Cards. The “actor” earns a chip if the other players are able to interpret the emotion, such as happy or sad, angry or annoyed, proud or worried, bored or excited. Each card has an optional hint, such as “I did it all by myself!” or “No one wants to be my friend.” Wildcards double the fun and chips with unexpected moves, such as “Tell everyone the weirdest food combination you would eat,” or “Say something nice about each player.” The game includes a colorful game board, 35 photographic Face Cards, eight Wildcards, four pawns, 44 color chips, dice, paper and pencils. The game is recommended for ages five and older.

“One of the hardest skills to learn is empathy--and it’s even harder if you are a child on the autistic spectrum and cannot easily process verbal and non-verbal cues,” said Ilana Danneman, director of product education and innovation for Fun and Function. “We had a great time working with our Facebook community to create a game that helps children develop their social skills in a safe and fun environment. Being able to connect with others in a positive way is

crucial to happiness, and now children of all abilities can learn how when they play *Social (e)Motion*.”

Social (e)Motion is the second social skills game developed by Fun and Function, following the success of *Guess How I Feel?*[™] where players take turns sharing their reactions to 50 different situations, using magnetic facial expressions or markers on a dry-erase magnetic mirror. Players develop skills in self-expression and empathy, and have fun getting to know each other. Both games have been named as one of the 100 Best Products by Dr. Toy.

Social (e)Motion and *Guess How I Feel?* both retail for \$25.99 and are now available at www.FunandFunction.com, www.catalog.FunandFunction.com and www.Amazon.com. Customers can take advantage of our Cyber Monday sale, 30% off both games--a savings of over \$15, by using the coupon code: SocialSkills at www.FunandFunction.com. The sale is in effect on Monday, November 28th from 12:01 a.m. EST until 11:59 p.m. EST.

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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, call 1-877-341-8062 or connect via Twitter and Facebook.