



RAND McNALLY HELPS FAMILIES SPEND QUALITY TIME TOGETHER IN THE CAR

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Boredom Breakers™ Line Includes Creative Activities for Kids and Parents

Whether it's back and forth to soccer practice or on a cross-country road trip, Rand McNally's new Boredom Breakers™ line of games and activities provides affordable fun for family car trips. Trusted road trip companion Rand McNally has created five unique, interactive travel games and activities designed for use in the car. All five incorporate games, story telling and singing and were based on research findings that parents and kids want more time to engage with each other.

"When you think about it, being in the car together is one of the few times families get to spend with each other in a fairly focused way. Boredom Breakers are designed to help kids and parents interact in a pretty hilarious way," said Kendra Ensor, Vice President of Consumer Marketing for Rand McNally. "We are excited for families to incorporate these games and activities into their car travels."

The Boredom Breakers line meets CPSI safety standards, is available nationally and approved for children ages 3 and up. Following are the fun game details:

Story Starters

Created by a comedy writing team and supplemented with sound effects and music, this game serves as a conduit for conversations and laughter among families. The game includes an audio CD with funny tales, mysteries, fill-in-the-blank stories, conversation prompts and challenges for children to harness story-telling skills and incorporate fun characters in various story categories. Serving as a creative platform for car ride entertainment, the game is available for an MSRP of \$14.99 for children ages 3 and up.

Car Karaoke

Parents will eliminate fumbling through radio stations with this game that challenges family rock stars to show their true colors. The CD boasts 12 classic songs including hits such as "I'm a Believer" and "Build Me Up, Buttercup." Equipped with three lyric booklets and an inflatable microphone, back seat band mates are also given ratings cards to score one another. Car Karaoke is available for an MSRP of \$14.99 and is suggested for children ages 3 and up.

Car Game Countdown

Classic car games get a new twist with this game timing. Working against a car-shaped digital timer, families have 18 game options to ensure time flies on long road trips. Classic games such as "I See, I Say" and "Backseat Hot Potato" combined with a handful of new games are available for families to play and beat the clock. The timer can also be used to "countdown" to the next rest stop! The game is suggested for children ages 5 and up at an MSRP of \$14.99.

Travel Card Games

Integrating individual and group play during road trips, Travel Card Games provides ways for families to get to know one another, play and enjoy quality time together. Players are given three game options - 30-Second Interview, I Saw It First and Tough Choice each of which encourage quick and challenging thinking. Tough Choice and 30-Second Interview also offer an opportunity to think, reason and laugh with fill-in-the-blank and simple choice games. This game is suggested for children ages 5 and up for an MSRP of \$9.99.

Magnet Message Makers

Magnet Message Makers allows everyone to get creative on the road trip. The kit includes two reusable sheet magnets to safely cling to car's exterior or any metal surface plus stickers featuring letters, numbers, pictures to decorate the sheets. It's like a removable bumper sticker so travelers can let folks on the road know that it's "Grand Canyon or bust!" Suggested for children ages 3 and up for an MSRP of \$7.99.



Boredom Breakers items include affordable and creative activities to utilize family time together on the road and are available nationally at amazon.com or on the Rand McNally online store at store.randmcnally.com.

About Rand McNally

From America's number-one-selling Road Atlas, [The Thomas Guide®](#), [FabMAP®](#) and [Goode's World Atlas](#) to [StreetFinder® Wireless](#) and [IntelliRoute®](#) trucking database, Rand McNally has been an industry leader in the mapping, routing, geographic reference and trip-planning tool marketplace for more than 150 years. With More Roads-Better Directions™, the Company's products are sold in more than 50,000 retail outlets and distributed to [98% of schools](#) across the U.S. Rand McNally is the premier resource for online travel planning as well as maps and directions. For more information, please visit www.RandMcNally.com, call 800-333-0136 or buy maps and travel gear online at <http://Store.RandMcNally.com>.