

North Star Games Launches Happy Planet Games *Raising the Happiness Level of All Who Play!*

Kensington, MD (February 6, 2018) – Set to be introduced at this year’s American International Toy Fair in New York City, North Star Games is excited to announce its new line of games called *Happy Planet*. It’s not just a new *line* of games - it’s a brand-new *breed* of games.

Happy Planet games are unique because they all share one quality: they raise the happiness level of everyone playing. Yes, these games make people happier!

After countless hours of observing people worldwide playing the wildly successful Happy Salmon card game, a 2018 TOTY Game of the Year Finalist, the folks at North Star Games noticed something fascinating: players always commented on how much fun they had and how happy they felt after playing the game - they always had big smiles on their faces. Even those watching the game were laughing and having a great time. North Star Games realized that playing, and even watching, Happy Salmon increased a player’s happiness level. The plan quickly became clear: create games that make people happy.

“Many games are great fun to play, but do they really make people ‘happy’? Happy Planet games have the ability to increase a player’s level of happiness” states Dominic Crapuchettes, Founder and Co-President of North Star Games. “We’ve seen it countless times. These quick and extremely fun games instantly get everyone, whether playing or observing, smiling, laughing and feeling energized. As an added bonus, nobody really cares who wins - they just want to play again!”

Funky Chicken and Monster Match join Happy Salmon as the newest members of the Happy Planet line. North Star Games will be playing these games and more at their Toy Fair Booth, #6629.

About Funky Chicken

Take all the excitement of Happy Salmon, add funky dance moves, pack it in a chicken, and you’ve got... Funky Chicken! You’ll be spinning in place, hip-bumping, swinging with your partner and, of course, doing the iconic “Funky Chicken”. Play Funky Chicken by itself or combine it with Green Happy Salmon to create a fin-flapping, feather-flying good time! Players: 3-6; Ages 6+; Playtime: 2 Minutes

About Monster Match

Monster Match is the screaming-fast game of catching cute, donut-eating monsters. Players roll the special “Monster Dice” and race to find a monster that matches the dice rolled. How fast can you find a monster with 3 eyes...or 4 arms? Just be faster than the other players to win donut points! But watch out... if you go too fast, you might catch the wrong monster and lose your donuts!
Players: 2-6; Ages 6+; Playtime: 10 Minutes

About North Star Games

North Star Games is the publisher of award-winning party, family, and strategy games. Wits & Wagers is the most award-winning party game in history, Evolution is used in the Evolutionary Biology Department at the University of Oxford, and Happy Salmon has become a gaming phenomenon. For more information on these games and more, visit www.NorthStarGames.com.



The Happy Planet line of games include Happy Salmon (Green and Blue fish), Funky Chicken, and Monster Match.