

## Promote Father's Day On-Air with the New Sports Illustrated Game

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What TV dad said: *"You know, I always told you boys that sports aren't important, but they are."*

What better way to entertain your listening audience than by playing sports trivia on air. The new **Don't Quote Me – Sports Illustrated** game, developed through license with Time Inc.'s *Sports Illustrated* publication, is packed with 1,000 quotes and trivia questions covering over 50 different sports topics complete with great stats and facts.

What oft-quoted MLB catcher/manager said, *"I really didn't say everything I said."*

If it's a sport, it's in the game. From baseball and soccer to golf and auto racing to poker and sports movies, the Sports Illustrated game offers a knock-out punch. Plus, it's extremely easy to execute on air ... on radio or television.

Perfect for Father's Day and summertime fun, this game belongs on every game player's or sports fan's gift list and can be found at Barnes & Noble stores across the country. Help spread the word about the game with your listening audience and call now for your studio copy and tips for playing the game on air. We also have a limited number of games available for prizing.

Name the two-time MVP who said:

*"I think it was wishful thinking of me to dream of being an NBA player. And once I made the NBA I dreamed of being an All-Star, but I never dreamed of being an MVP."*

The new Sports Illustrated game was featured in gift bags provided to celebrities on May 28<sup>th</sup> at the largest sporting event in the world – the 2006 Indianapolis 500. Also, the magnetic travel version of the game is being featured in gift bags to players at the 2006 CN Canadian Women's Open Aug 7-13th.

(If you guessed Martin Crane on *Frasier*, Yogi Berra and Steve Nash for the quotes above, you score!)

**Sports Illustrated** is the definitive weekly sports magazine with over 3 million subscribers and 21 million readers each week. Its website, SI.com, delivers more than 150 original stories per week and generates more than 350 million page views per month.

### About Wiggles 3D Incorporated

Wiggles 3D, entertainment development company and creator of the Don't Quote Me® brand, harnesses the universal popularity of quotes in branded and co-branded products and services that include award-winning games, merchandise and an interactive website at [www.dontquoteme.com](http://www.dontquoteme.com).

For more information, an interview with the creator, Don Reid, or for your studio copy, contact:

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