

FOR IMMEDIATE RELEASE:

Video Game Marathon benefits Children's Hospitals World Wide

LAFAYETTE, INDIANA - June 14, 2010 - Beginning Friday, June 25, gamers from Lafayette, Indiana will host the third annual Mario Marathon benefiting Child's Play Charity, which provides toys, games and books to patients of children's hospitals world wide.

The multi day internet event, broadcast live online, attracts an audience from around the world to watch as a team of three plays through twenty five years of Super Mario Brothers video games. Those wishing to support the event are encouraged to donate to Child's Play through the www.mariomarathon.com web site.

The 2009 event lasted ninety six hours, attracted 150,000 viewers, and raised over \$29,000 for Child's Play. This years event is expected to be even bigger, two newly released Mario games have increased the number of titles being played from seven to nine. "Playing Mario with friends is an experience common to millions," says Brian Brinegar, Event Coordinator, "through Child's Play we can create that experience for kids who can't be at home with friends." Viewers of the event will have the opportunity to interact with the team and win games, t-shirts, autographs and various other Mario themed prizes.

The Child's Play Charity (www.childsplaycharity.org) is a game industry charity dedicated to improving the lives of children with toys and games in a network of over sixty hospitals world wide. Since its inception in 2003, the charity has distributed over 5 million dollars worth of toys, games, books, and cash . "We rely heavily on community run initiatives such as Mario Marathon." says Kristin Lindsay, with Child's Play, "These fund raising events represent our greatest strength: the generosity and determinations of gamers."

"We would not be able to offer the opportunity to play video games to so many patients without the generous donation of Child's Play", says Rena Brown, Toy Room co-chair with Indianapolis based Riley Hospital for Children, "Video games are a great activity because the children can "escape" to another world."

Watch the event live on the web at www.mariomarathon.com beginning June 25th at 11:00 AM EDT.

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