



Child's Play
www.childsplaycharity.org

About Child's Play

Since 2003, we've set up and organized Child's Play, a game industry charity dedicated to improving the lives of children with toys and games in our network of over 70 hospitals worldwide. Over the years, you as a community have answered the call and come together to raise millions of dollars.

Child's Play works in two ways. With the help of hospital staff, we set up gift wish lists full of video games, toys, books, and other fun stuff for kids. By clicking on a hospital location on our map, you can view that hospital's wish list and send a gift.

Child's Play also receives cash donations throughout the year. With those cash donations, we purchase new consoles, peripherals, games, and more for hospitals and therapy facilities. These donations allow for children to enjoy age-appropriate entertainment, interact with their peers, friends, and family, and can provide vital distraction from an otherwise generally unpleasant experience.

History

Child's Play was founded in 2003 by Mike Krahulik and Jerry Holkins of the online comic strip Penny Arcade, which concerns itself with video games and gamer culture. In response to the media's negative portrayal of gamers, the pair called for the gaming community to donate to Seattle Children's Hospital during the holiday season.

The response was overwhelming - within weeks, they had a garage packed full of toys, games, and gifts to brighten the holiday of many sick kids. That year, they raised over \$250,000; a number that has grown each year; up to nearly \$10 million as of 2010. The gaming community comes together to raise millions of dollars, put together hundreds of community fundraisers, and change the lives of countless children.

Mission and Goals

Child's Play is dedicated to improving the lives of children in hospitals around the world through the kindness and generosity of the video game community and the power of play.

Child's Play is always striving to pursue new opportunities and expand the positive impact of the cause. This includes consistently researching and pursuing alternate fundraising channels, new donation platforms, additional events and better community support.



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Impact

Over the years, Child's Play has received incredible feedback from parents, doctors, friends, and patients regarding the positive influence of games during hospital stays. Studies have shown that children able to play games while undergoing painful procedures request less pain medication. Technology like the Kinect and Wii Balance Board allow for children to participate in physical therapy activities in an enjoyable, approachable environment. Children also struggle with a lack of normalcy or routine during hospital stays; being able to play a multiplayer game with a sibling or play a handheld system during a late-night treatment helps ease these additional stresses.

"Your donations support seriously-ill children in hospitals by distracting them from their illnesses, and help them cope with fear, anxiety, and boredom."

- Cameron D. Hosner, President & CEO, Children's Hospital of Michigan

"The Wii systems (including the new favorite of the floor, Rock Band) allows our older patients to enjoy their time at the hospital, forget the often (physically and emotionally) painful conditions/treatment and spend time with their brothers, sisters and visiting friends like they did at home."

- James Brief, M.D., Maimonides Medical Center Brooklyn, NY

(For more testimonials, visit www.childsplaycharity.org/testimonials)

Contact

For more information regarding Child's Play, please visit our website (<http://www.childsplaycharity.org>). If you are interested in featuring Child's Play in your publication, please feel free to contact Jamie Dillion (jdillion@childsplaycharity.org).