

# BLUE ORANGE GAMES

## Launches Campaign to Preserve Environment

### Award Winning Game Company Wants To Protect The Planet. For Every Tree Used In Creating Our Games, Two Trees Are Planted!

San Francisco, CA (January 10, 2007)

Blue Orange proudly announces a new campaign to protect the environment.

Wood has been the material of choice for Blue Orange games due to its quality, durability, warmth and appeal. We love and respect our natural environment and understand the need to work towards the preservation of our planet. Therefore we at Blue Orange have committed to plant two trees for every tree used to create our games.

This campaign began in the summer of 2006 in central China, where Blue Orange's manufacturers are located. Since we use an average of 35 games per tree, we have partnered with the Chinese Forest Office to replant trees on a yearly basis.

We use and replant a variety of trees to preserve the integrity of the environment, with Pine, Birch, Beech among the trees we replant.

Blue Orange is a pioneer in this endeavor. We hope we can be an example for the toy industry to work toward environmental preservation and welcome collaborations with other companies.

Opening communication on this vital campaign is an important step towards informing the public on how the choices they make as consumers can impact the sustainability of our entire planet.

**Look for the "Tree Sticker" on the back of our games!**



### About Blue Orange Games

Julien Mayot and Thierry Denoual founded Blue Orange Games in 2001 in San Francisco. They considered what kids really needed, and the answer was board games. Not just any board game, but games that are simple to learn, would appeal to all ages and could be played by the entire family. Julien and Thierry also decided the games should be made of wood, in order to provide quality and durability. As a result, "Blue Orange Games - Hot Games for a Cool Planet", was born. The name Blue Orange was inspired by a poem titled "The Earth is Blue like an Orange" by the French poet, Paul Eluard.

Goblet was the first game developed. It quickly became a huge success in the specialty toy market and won over 18 awards from prestigious associations (Oppenheim, Parents' Choice Foundation, and Dr.Toy - just to name a few).

By 2006, Blue Orange Games grew from one game to a company with 20 different games for kids and adults of all ages. All of our games are published but also created by Blue Orange Games. In the past four years, the company has experienced an 80% growth each year and sells only to the Specialty Market. In addition, as the company continues to grow, we will be launching 5 new games in 2007.

Blue Orange is passionate about creating the best games on the market by using natural playing materials and creating challenging and fun gaming experiences.

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