

# MAKING FAMILY LIFE MORE FUN

## Classic Games Making A Comeback

(NAPSA)—Now that many of the members of Generation X have children of their own, is it any surprise that the games they grew up with—products that hit their heyday in the late '60s and early '70s—are finding their way out of the closet or attic and into the hands of a new generation of kids?

Not only do such games provide a kind of “comfort food” feeling for parents, harkening back to their own halcyon days, but they also serve as an innocent, nonviolent alternative to the computer and video games of today. For these reasons, a leading toy manufacturer has brought back a pair of favorites—one spiffed up for the 21st century, one just as the Gen Xers remember—to entertain a new group of children.

Getting a makeover is that masterpiece with marbles, Ker Plunk! Now with two levels of connectors from which kids (and their parents) pull the playing sticks, as well as jewel-toned marbles, electronic lights and sounds, Electronic Super Ker Plunk! elevates the fun of the original.

That's no mean feat, as Ker Plunk!—first released in 1967—has been a top seller for more than 30 years, finishing among the top 20 toys of the year as recently as 2001. Electronic Super Ker Plunk!, a special version created to celebrate the 35th anniversary of the original, retails for approximately \$19.99.



**Games from the '60s and '70s are making a comeback today.**

Meanwhile, Classic Football II is once again taking the field, reviving the popular run-kick-pass-and-punt excitement that the original handheld game inspired. Red LED (light-emitting diode) segments allow players to move back and forth across the “field” as the quarterback, avoiding virtual tacklers to score the winning touchdown. Great to bring on long road trips, or the right fit as a stocking stuffer, Classic Football II sells for about \$15.

“These classics are still wildly popular with adults and now a new generation of kids will love the authentic feel and excitement of these games,” says Phil Jackson, Vice President of Games & Puzzles Marketing for Mattel, Inc. “They also give dads a fighting chance to compete with their kids.”

To learn more about these and other Mattel products, visit the Web site at [www.mattel.com](http://www.mattel.com).