

# newsworthy trends

## The Business Of Games

(NAPSA)—Americans take their board games seriously, and game makers have responded. In fact, one company's plan includes releasing classic games with a new twist, such as Cube Checkers™, for play as traditional board games online and on its new mobile electronic entertainment system, NemeSys™ that is scheduled for release in 2005.

Additionally, it plans to host the



**Playing Dad—Bill Cosby says the right board games can help bring families together.**

Bill Cosby Cube Checkers™ Challenge, an international tournament billed as the world's largest checkers tournament, with the winner of the tournament receiving cash, scholarships and other prizes.

The business model seems to be a winner, and to date the company called Make Your Move (traded as MKMV) has earned awards from the Mensa Society and the national parenting organization, Parents' Choice and has gained the endorsement of Chess Hall of Famer and International Grandmaster Larry Evans and seven-time World Checkers Champion Ron King.

According to Henry Rolling, former NFL linebacker and founder of MYM, the company has teamed up with professionals Dr. Larry Hinderks, technology business entrepreneur and inventor and Alice Heiman, sales strategist and educator.

For more information visit [www.makeyourmoveinc.com](http://www.makeyourmoveinc.com).