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Worried About Kids and Mindless Gaming?
Here's a Fix that Brings Kids and Parents Together.

Washington, D.C. – A new game that encourages caution and human contact rather than isolation was launched today—and child and consumer advocacy experts seem to like what they see. "It's about time," say those experts.

Over 50 million kids from 2 to 17 years-old are gaming, according to the NPD research group. And marketers are fueling that growth. "Gaming has become a money pit and an emotional minefield for tens of millions of young people," says Will deHoo, Executive Director at the FoolProof Foundation, the educational foundation bringing the game to America.

The data backs up deHoo's claim: Millions of kids face mood disorders, sleep disorders, obesity, anxiety, and social withdrawal because of gaming, according to the World Health Organization. WHO has even declared gaming addiction a disease.

What's the fix? A game that teaches kids the real skills they need to become thoughtful decision makers in real life.

The game is called "The NeighborMood," and its available for free—and advertising free—to all kids, parents, and teachers in America right now. NeighborMood was developed by a group of young people based in Singapore and Hong Kong in partnership with FoolProof. Dot Dot Fire is their company.

Why it's called "The NeighborMood":

"We believe a person's community and personal happiness are intertwined," says Hilary Lok, a key partner in Dot Dot Fire. "We wanted the name to remind players that their decisions impact their community and their community impacts their decisions."

Why FoolProof decided to partner with DotDotFire:

"DDF's work on STEM concepts really impressed FoolProof," says FoolProof's COO Drew Guthrie.

Press Conference, February 24th, at 2 p.m. EST.

"Their team's entire teaching approach encourages kids to think critically and reflectively, and to be curious, not mindless. That's a different mindset from other game developers."

A true "Virtual 2 Reality" teaching approach:

The NeighborMood lets kids make money mistakes virtually, so they won't make the same mistakes in real life. A teaching guide developed by FoolProof helps parents and teachers cement those lessons.

The NeighborMood's core topics drive virtually every decision in the game.

Players learn to recognize and resist manipulative advertising. They experience the problems of impulse buying, and falling for scams. They see how teen insecurities are used in targeted advertisements to encourage bad spending decisions.

It's the no-nonsense teaching approach that is drawing key supporters to the game.

"This game is a true digital wellness game," concludes Jean Rogers, Director of the Children's Screen Time Action Network. The Network has never endorsed a game before.

"The NeighborMood is constantly illustrating the importance of caution when making decisions," says Jack Gillis, Executive Director of the Consumer Federation of America. "This is real world information that consumers and children are rarely taught."

"This is a game that harnesses technology to teach children *real* financial literacy and other critical 21st century skills," added the Director of the Digital Wellness Collective, Nina Hersher.

Parent and teacher guide puts parents and teachers in the picture:

Since kids normally know more about gaming than parents, The NeighborMood comes with separate teaching guides to coach the adults. "We think the guides help an adult bring the games lessons into a young person's real life," added FoolProof's Drew Guthrie.

"We're hoping all parents and teachers will watch this video, and then send their kids to the game! This is one gaming decision an adult won't regret," concluded Guthrie.

GAME INFO:

- **[A one-minute video](#) sums the game up for parents and teachers.**

- **[Link](#) to more info, downloadable video clips and press kit.**

- **Play now! [Google Play](#) or [App Store](#)**

AVAILABLE FOR INTERVEW:

- Jean Rogers, Director, the Children's Screen Time Action Network
- Nina Hersher, CEO, the Digital Wellness Collective
- DDF Team: Hilary Lok, Franco Lam and Edison Chan, speaking from London.
- Drew Guthrie, COO and Director of Gaming, the FoolProof Foundation
- Jack Gillis, Executive Director, the Consumer Federation of America

Key participating groups:

Dot Dot Fire developed the NeighborMood game in collaboration with the FoolProof Foundation. Dot Dot Fire's ed-games are ethically designed to provide a mindful form of technology for home and the classroom.

The Consumer Federation of America is a national organization of more than 250 nonprofit consumer groups that was founded in 1968 to advance the consumer interest through research, advocacy, and education.

The FoolProof Foundation is the only major financial literacy resource in the United States whose curriculums are based on teaching healthy skepticism and caution when making decisions that impact a consumer's money or wellbeing. Its curriculums are the only curriculums in the U.S. endorsed by the National Association of Consumer Advocates, Public Citizen, the Consumer Federation of America, and the Campaign for a Commercial-Free Childhood.

The Children's Screen Time Action Network is a project of the Campaign for a Commercial-Free Childhood. Action Network members are educators, health professionals, researchers, social workers, librarians, parents, grandparents, and more, all brought together by a common goal: making sure all kids get the screen-free time and space so crucial to healthy development.

The Digital Wellness Collective is a group of wellness professionals working collaboratively to enhance human relationships by supporting the intentional use and ethical development of technology. They support a way of life, while using technology, that promotes optimal health and well-being in which body, mind, and spirit are integrated by the individual to live more fully with the human, natural, and digital communities.