

For Immediate Release

October 10, 2019

“The Game of Life” First-Ever with a Theme of Sports!  
Aim for the No.1 Athlete!

## “The Game of Life Sports”

**To be launched Thursday, October 31, 2019!**

100 or more types of sports introduced include  
“rugby,” “athletics,” and “sport climbing!”

TOMY Company, Ltd.

TOMY Company, Ltd.(Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch a board game “**The Game of Life Sports**” (SRP: JPY3,980/tax not included) as a new product of “The Game of Life” on Thursday, October 31, 2019 at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



“The Game of Life Sports” is a sport theme edition of “The Game of Life” first-ever to be created in “The Game of Life.” A player goes through life as an “athlete” and earns money while experiencing various sports. Each player starts from being an elementary school student, deciding one “talent” necessary in sports such as “speed” and “stamina.” (“**Talent Card**”) Then, if the player’s “Talent Card” matches with a “**Sport Card**” drawn each time, the player is able to have and keep on collecting it.

Furthermore, when the player stops at a “game space” of “Regional Games,” “National Games,” “Asian Games,” and “International Games,” a sub-stage will be used by all players to play a mini game liken to sports. There are a total of 16 types of mini games such as the “100m race” where a “coin” is flicked and thrown far away, and “sumo wrestling” where a coin is placed to the expected winning technique. Gold, silver, and bronze trophies may be awarded for each game according to the

player's ranking.

Besides, a total of **100 or more types of sports are introduced** in the space and "Sport Cards." With sport events getting more and more exciting, "The Game of Life Sports" is offered as a product where various sports may be experienced and enjoyed at home with ease.



"Right for video referee" (item) also is introduced in the game. The instructed ruling may be over ridden at times if the item is used in a specific space.

"Trophies" and "Sport Cards" also are converted into cash at the end. The player with the most money in hand at the time when all players reach the goal will be the "No.1 athlete" and wins. Players can enjoy an award ceremony, whereby their shoe tokens earns the place matching their ranking on the victory podium located at the goal.



Mini game (100m race)



A shoe-shaped "shoe token" is used instead of a car token. The player and his/her marriage partner may ride together in the first row, children in the second row, and coach and doctor in the third row.



“Talent Card” and “Sport Card”

(The corresponding “talent” is shown on the left side of each sport card)



The newly introduced “right for video referee”  
When spinning the wheel and an even number

### - Examples of amusing messages on board spaces -

- ☆Prepare for game with “mogu-mogu” (eating) snack time.
- ☆Become friends with a mountain god at a mountain pass and play with god-gifted abilities.
- ☆Play table tennis at a hot spring. Repeat backhand flick (the Chiquita) stroke with slippers.
- ☆Master a routine allowing mind concentration even in a pinch during a game.
- ☆You actually earn the title of “god” in the world of online game sports.
- ☆Exchange contact address with a reporter who came to cover the game.
- ☆A hot-blooded coach joins. Have one person ride in the third row of the shoe token.

### [About “The Game of Life”] [www.takaratomy.co.jp/products/jinsei/](http://www.takaratomy.co.jp/products/jinsei/)

”The Game of Life” is a board game where a player spins the wheel and moves forward the space, aiming to become a billionaire experiencing various events in life such as starting to work, getting married, giving birth, and buying a home. It was launched in September 1968 in Japan during the period of high economic growth with the TV commercial starting with a catch copy of “Life has its ups and downs.”

The first generation “The Game of Life” in Japan was close to the literal translated edition of “THE GAME OF LIFE” which was launched in 1960 in the United States. Since then, contents of the game became a Japanese original from the third generation launched in 1983, constantly developing as a game with topicality while reflecting aspects of life and trend of the period. In addition, “The Game of Life Heisei Edition” was launched in 1989, drawing attention as the first “The Game of Life” for adults. A total of 12 products was launched as the “Heisei Edition” series.

Broadly speaking, there are two development categories of “The Game of Life”: (1) “standard edition” and (2) “theme line edition” which adopts character collaboration and events with trends. The flagship (standard) model was renewed in April 2016 after 8 years, launching as the successive seventh generation of “The Game of Life.” Furthermore, various measures were developed including the launch of “The Game of Life Time Slip” in March 2018 as a commemoration of the 50th anniversary of “The Game of Life.” “The Game of Life+(plus) Reiwa Edition” in which the new imperial era name was added to the product name was launched in April 2019. This product “The Game of Life Sports” will be the 65th game to be successively made.



## **<Product Outline>**

**Product Name:** **“The Game of Life Sports”**

**SRP:** JPY 3,980 (tax not included)

**Launch Date:** Thursday, October 31, 2019

**Recommended Age:** 6 years and up

**Number of Players:** 2 - 6

**Dimensions:** W 504 mm × H 297 mm × D 55 mm

**Package Contents:** Main stage (with wheel) (1), sub-stages (4), mountain pieces (2), bridge piece (1), shoe tokens (6), coins (6), character pegs (72), trophies (15), trophy stands (15), talent cards (8), sport cards (61), rights for video referee (12), sports insurance certificates (12), money pack (1), bill stand (1), parts box (1), sticker sheet (1), game guide (1)

**Sales Channels:** Toy stores, toy sections of department stores/mass retailers in Japan, online stores  
TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp))

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**TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019**

**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

**For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)