

New Virtual Party Boosts Sales for Family Board Games

Written by Australian Business

SEATTLE, Sept. 25, 2013 /PRNewswire/ -- Today SimplyFun, LLC., a developer and direct sales company for award-winning [family board games](#), debuted new online product sharing and selling capabilities. Called a virtual Laugh & Learn and powered by 30 Minute Virtual Party™ (30MVP), this innovative technology is designed to meet the needs of SimplyFun's consultants and customers, who now have access to educational board game parties anywhere and anytime - on the website, a traditional hosted event or online. SimplyFun has exclusive access to this technology through 2013.

SimplyFun is a small company with a big heart and even bigger dreams to make this world a better place through play, building smarter kids and stronger families with memories that last a lifetime. SimplyFun games are easy and fun to learn, and take just 30 minutes (or less) to play.

"Our goal is to create an easy, fun and convenient way for families to reconnect and grow, while also giving our consultants, SimplyFun Playologists, the opportunity to generate a significant income," said SimplyFun president and CEO, Patty Percy. "With our new virtual Laugh & Learn parties, it's now that much easier to enjoy and benefit from our award-winning games, whether you buy, sell or play!"

Virtual Laugh & Learns bring the party online, providing a great way for direct sellers to engage with potential customers with informative videos, interactive shopping and game recommendation experiences, online quizzes, and both online and video chat capabilities. This new technology expands the company's ability to showcase SimplyFun's award-winning product line and build sales beyond the traditional direct sales party. With the exclusive 30MVP technology, SimplyFun Playologists and their guests are able to connect online to shop, build wish lists, ask and answer questions, and engage with others – each individual from the comfort of their own home.

"We've just launched 30 Minute Virtual Party and are pleased to be working with a leading edge direct sales company like SimplyFun to debut this new technology," said Richard Newton, CEO and co-founder of 30 Minute Virtual Party. "SimplyFun's virtual Laugh & Learns are easy to lead and participate in and can be conducted from anywhere, which is a winning game for everyone."

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With more than 90 award-winning family board games that meet the needs of today's kids, parents and teachers, including two Oppenheim awards for [Sumology and Kilter](#), there's a perfect game for every child and every family. SimplyFun's products meet educational needs, from language development and math, to science, geography and more. And now, with the addition of virtual Laugh & Learns, it's even easier for Playologists to change the lives of others, while changing their own with unlimited income potential through direct sales on the website, or at a SimplyFun party, in person or online.

Play is such an important part of the academic, social and emotional learning process that SimplyFun games are now finding their way beyond homes and into classrooms and learning programs across the country. For more information about SimplyFun, to buy award-winning games or become a Playologist, visit www.simplyfun.com

About SimplyFun SimplyFun produces award-winning games designed for educating kids and connecting families. Developed with a focus on making learning fun, SimplyFun games help kids of all ages, from toddlers to teens, develop communication, math and science skills, express creativity, collaborate with others and enhance their critical thinking. Founded in 2004, SimplyFun provides its Playologist consultants the ability to change lives with its educational games while earning unlimited income through direct sales opportunities in person and online. <http://www.simplyfun.com>

Editor's Note: High-res images available upon request.

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