

Jorian Clarke
Circle 1 Network
414.271.5437
jori.clarke@circle1network.com

Dana Hartenstein
Hunger Task Force
414.238.6477
dana@hungertaskforce.org

KidsCom.com Partners with Hunger Task Force to Launch “Turkey Day Super Supper Search”

Virtual World Play Teaches Kids to Give Back

MILWAUKEE, WIS., November 3, 2010 — KidsCom.com and Hunger Task Force have teamed up on a new online game for kids, the “Turkey Day Super Supper Search”. The website offers a safe, supervised place for children to create their own avatar, name him or her, and interact with others online. The objective of the “Turkey Day Super Supper Search” is for players to donate items that would make up a traditional Thanksgiving meal. Items include: turkey, potatoes, corn, and cranberry sauce, among others. Players travel the interactive online world looking to find or grow these items and donate them onto a Hunger Task Force “Free & Local” delivery truck. Once a player collects all of the items on their list, a turkey will be donated to Hunger Task Force and will provide a real, local family with the centerpiece of a holiday meal.

Hunger Task Force Executive Director Sherrie Tussler offered, “We are excited about this partnership because it’s kids feeding other kids. They’re learning how to give back to their community in a safe environment which will hopefully develop into a lifelong pattern.”

"KidsCom.com is trusted by parents and teachers to provide safe, fun play that uses creativity to instill leadership and promotes thinking to solve problems. We can't think of a better problem to solve than helping feed the hungry and have kids join adults in learning the true meaning of Thanksgiving" said Jori Clarke, CEO of Circle 1 Network, publisher of www.KidsCom.com. KidsCom.com's online game play is free to children and their families. The cost of the actual food that will be delivered by Hunger Task Force will be underwritten by a generous donation from the Evan and Marion Helfaer Foundation.

Hunger Task Force believes that every person has a right to adequate food obtained with dignity. Hunger Task Force works to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve a hunger free community tomorrow.

KidsCom.com's Idea Seeker Universe is populated with virtual worlds where simulation experiences, video and mini-game learning helps build awareness and interest in real world social issues, solutions, activities, products and services. Known for its unique play with virtual world/real world connections where players in the online game experience are connected to real world experiences, it offers fun learning that is leading innovation in education and providing engaging opportunities designed to make life better for families. For more information, please visit: www.kidscom.com.

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