

# Bojeux introduces **MENTALOGY** and **JUNIOR MENTALOGY**

Two board games to pick the brains of both young and old

Montreal, Monday, October 1, 2007 – Do you have memory like an elephant? Or does your mind go blank when you try to recall something? If it's important to stimulate the memory of the young, it is just as important to maintain good memory throughout one's life. Already at 20, so-called autobiographical memory is said to diminish. At 55, we are able to recall only half of the names of people we just met as compared to how much we could remember at 25. And by 70, 70% of us experience memory problems. These figures aside, doctors agree that it is essential to constantly exercise and stimulate the memory. And all advocate game-playing as a great way of doing it. So, let's play! Maker and distributor of toys from Quebec, Bojeux is launching **Mentality** and **Junior Mentality**, two board games which stimulate the memory of those 4-99.



For the story behind this game, let's visit with an Irish cabbie from Dublin who originally came up with the idea for **Mentality**. Born with a birth defect, and later victim of a car accident, Pat Howe was forced to spend more time in hospitals than at school during his youth, which resulted in some severe learning and memory troubles. Having undergone various sessions of mental training, Pat eventually discovered his own way of effective recall. Driving his cab, he would tell his customers about it. One of these customers was Pat Kinsley, a graphics designer, whose interest was sparked immediately. Together, the two Pats created a memory game, and after three years, **Mentality** was born, quickly followed by **Junior Mentality**, for those under 9.

Introduced in England in 2003, within a few months **Mentality** climbed to the top of board game sales, first in Europe, then in the United States. Frequently acclaimed in specialty magazines, **Mentality** has seduced families, educators and professors, who have adopted it as an essential teaching tool. In November 2006, **Junior Mentality** was honoured with the "Best Toys and Gifts" award from Nick Jr. Family Magazine. As a distributor of games in Canada, it is no wonder Bojeux took it upon themselves to create a French language version of the games for Quebecers.

Playing the game is simple. Memory cards are arranged in 4 theme-based categories on the playing board (short words, long words, pictures, etc.). Players advance through the various memory challenges, and finally arrive at the "Finish" square. The object of the game is to recall the highest number of cards possible... while discovering the weak spots in your opponents' memory. In the Junior version, each game lasts between 15 and 20 minutes, and the level of difficulty can be adapted to the age of the players. In the adult version, "Brain Cards" add an element of humour and challenge to the game. In both versions, **Mentality** combines an intellectual challenge with the joy of play with family and friends (4 players).



**Mentality and Junior Mentality: Two fun and entertaining board games which stimulate learning, improve memory and help you boost your innate brain power. Available in October in all toy stores, at \$34.99 (adult version, 8 and up) and \$29.99 (junior version, 4 and up).**

For over thirty years, Bojeux has designed, developed and manufactured fun, stimulating and non-violent games and toys. They have given us the famous Tutti Frutti modeling dough, the creative Play Art products, Matchitecture, the Roll-O-Puzz, which is an essential accessory for all puzzles, and Yum, the star of Quebec's board games. Bojeux is also a distributor of these brands in Canada: Nathan (France), Ouaps! (France), Diset (Spain) and Castorland (Poland). **For more details, visit [www.bojeux.com](http://www.bojeux.com) or dial 1-800-463-6181.**

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