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**CONTACT:**

Dan Hewitt

202.223.2400

[dhewitt@theesa.com](mailto:dhewitt@theesa.com)

**ESA Foundation and ThanksUSA Partner to Aid Military Families**

*Treasure Hunt Serves to Generate Donations to Annual Scholarship Fund*

NOVEMBER 14, 2008 – WASHINGTON, D.C. – The ESA Foundation and ThanksUSA will unveil *Treasure Hunt Four*, a free trivia and puzzle game about American history, culture and values, on Thanksgiving morning, the organizations announced today. The *Treasure Hunt* series, now in its fourth year, serves to generate donations to ThanksUSA's annual scholarship fund to benefit the children and spouses of active-duty military personnel.

The ESA Foundation, the charitable arm of the Entertainment Software Association (ESA), will sponsor *Treasure Hunt Four* as part of a new three-year partnership with ThanksUSA that aims to increase the number of scholarships available to these families.

"This is a remarkable opportunity to express our gratitude to America's servicemen and women and their families for their courageous sacrifices," said Michael D. Gallagher, president and CEO of the ESA. "We look forward to working with ThanksUSA to expand the opportunities for military families to pursue their dreams of higher education."

*Treasure Hunt Four*, which features more than 300 questions on a variety of states plus branches of the U.S. armed forces, will officially launch at 12 a.m. on November 27, 2008, Thanksgiving morning. Once the game ends on August 15, 2009, ThanksUSA will award prizes, including laptops and gift certificates, to the winner of each game "chapter." Contestants may access the game at [www.ThanksUSA.org](http://www.ThanksUSA.org).

"We are delighted to have the video game industry's support in this important endeavor," said ThanksUSA Executive Director Michele Stork. "The ESA Foundation's contributions to our scholarship fund demonstrate the industry's commitment to making a positive difference in the lives of people across America."

ThanksUSA is a non-profit organization dedicated to providing need-based, post-secondary educational opportunities to the children and spouses of active-duty military personnel. Founded in 2005 by McLean, Va., sisters Rachel and Kelsi Okun, ThanksUSA has awarded approximately \$5 million in scholarships to more than 1,750 families across all 50 states and the District of Columbia.

The ESA Foundation was created by the American interactive entertainment software industry to support and provide opportunities that can make a difference in the lives of America's youth. The Foundation is fully supported by proceeds from its limited edition charity game pack's sales and its annual fundraiser, "A Nite to Unite – for Kids," which together have raised more than \$11 million in the last 10 years. For more information about the ESA Foundation, please visit [www.theESA.com/foundation](http://www.theESA.com/foundation).

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