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THANKSUSA ANNOUNCES NINTH ANNUAL TREASURE HUNT CHALLENGE

Washington, DC – November 26, 2013 – ThanksUSA and their partner the Entertainment Software Association (ESA) Foundation today announced the launch of the ninth annual ThanksUSA Treasure Hunt (TH9), a free, fully interactive digital trivia and puzzle game about U.S. history, culture and values. The hunt supports ThanksUSA’s annual scholarship fund to benefit the children and spouses of active-duty military personnel by providing need-based scholarships for two-year or four-year colleges, vocational or technical schools. The focus of this year’s hunt will be the United States Bill of Rights.

The digital trivia game will be accessible starting Thanksgiving Day, November 28. Participants will be quizzed on the Bill of Rights’ history, purpose and implications on American life. It is the first of six Treasure Hunt chapters available for free online (www.thanksusa.org) and via mobile application.

“Treasure Hunt 9 promises to be one of our most challenging contests ever, engaging students and their families across the country while reminding them of the sacrifices of our troops,” said ThanksUSA Executive Director Michele Stork. “The ESA Foundation’s continued support for the contest and scholarships will help ThanksUSA cross the \$10 million mark in scholarships.”

The ESA Foundation has underwritten the annual Treasure Hunt series for five years and also funds 25 “ESA Foundation/ThanksUSA Scholarships” annually. Since its inception in 2005, more than 12,000 Americans have engaged in ThanksUSA treasure hunts that reflect the nation’s history, values and culture while raising awareness and funds for the educational pursuits of military families.

“The U.S. video game industry is proud to support our nation’s troops and their families,” said Jenny Lai, vice president of the ESA Foundation. “We are proud to help educate children through the use of digital technology and bring our unique and impactful resources to augment ThanksUSA’s remarkable mission and work.”

Following the official launch of Treasure Hunt Nine on November 28, subsequent chapters will be introduced on the first of each month beginning January 1, 2014. The six-month Bill of Rights challenge will close on May 31, 2014, and will be followed by a summer bonus round slated for July 4 – August 15, 2014.

Four players who correctly answer each chapter's questions will each receive a \$250 Walmart gift certificate. A grand prize – a \$500 Walmart gift card – will be drawn from the pool of individuals who correctly answer all questions in each round.

The *Treasure Hunt* series serves to generate attention and donations for ThanksUSA's annual scholarship fund. Since 2006, ThanksUSA has awarded more than 3,000 need-based scholarships totaling almost \$10 million to families representing all branches of the armed services across all 50 states and the District of Columbia.

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About ThanksUSA

Founded in the fall of 2005, ThanksUSA, a non-partisan 501(c) (3) organization, is an effort to thank the men and women of our armed forces and their families for their service to the country with the gift of education. The organization provides need-based, post-secondary education opportunities to the children and spouses of active-duty status military personnel through competitive scholarships. For more information, please visit www.ThanksUSA.org.

About the ESA Foundation

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 industry projects and its annual fundraiser, "A Nite to Unite – for Kids." For more information about the ESA Foundation, please visit www.ESAFoundation.org