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**I Can Do That! Games Hires Industry Standout to Drive Sales in Wide Range of Retail Channels**

Shelley Sanders Joins Award-Winning Game Company as Director of Sales

**Seattle, WA (August 27, 2009)** – [I Can Do That! Games™](#), an award-winning Seattle-based game company that fosters self-confidence by helping kids discover what they can do, today announced that industry veteran Shelley Sanders will join the fast-growing company as director of sales. The company launched in mass retail in 2007 and has been steadily growing its distribution channels to meet demand for its award-winning line of children’s games based on Dr. Seuss and Curious George characters.

“Shelley has a track record of developing high quality specialty retail partnerships,” said Jacobe Chrisman, founder and CEO of I Can Do That! Games. “Quality boutique outlets are strategically important to us because they are complimentary to our brand and they open the door to a new channel of consumers who may not yet be familiar with our games.”

Sanders will focus primarily on building specialty and mid-sized retail accounts, including key boutique outlets. With nearly 20 years of gift and specialty sales expertise, Sanders has spent 10 years in the toy and game industry, as national sales manager for University Games, Intervisual Books and Klutz/Scholastic. Prior to her tenure in the toy industry, she spent nine years as a retail sales manager for Donna Karan and Hanes hosiery. Sanders holds a Bachelor of Arts degree in business administration from California State University in Hayward, California. She resides in the San Francisco Bay Area.

I Can Do That! Games help kids discover what they can do through innovative games that build self-confidence while engaging kids physically, socially, and creatively. Favorite characters from [Dr. Seuss and Curious George](#) come to life to offer kids and their families a whole new way to experience two of the most beloved literary licenses of all times. In just three years, the company has amassed more than [40 of the industry’s top awards](#). In a downturn economy, I Can Do That! Games has maintained profitability with same store sales up 20% year over year. In 2009 the company will launch five new games for a total of 14 games in the marketplace.

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**About I Can Do That! Games™:**

I Can Do That! Games foster self-confidence by giving kids a chance to discover what they can do. Favorite Dr. Seuss and Curious George characters come to life—challenging kids to run, slide, hide, seek, sort,

explore—and more! By engaging kids physically, socially, and creatively, I Can Do That! Games provide endless hours of fun for the whole family.

Founded in 2007 by Jacobe Chrisman, the Seattle-based game company has already won some of the industry's top honors, including a Parents' Choice Gold award, Oppenheim Toy Portfolio Gold and Platinum awards, a National Parenting Center Seal of Approval, and a two-time finalist honor for the coveted Toy Industry Association Toy of the Year (T.O.T.Y.) award in the Games category.

I Can Do That! Games can be found at mass and specialty retail outlets nationwide.

To learn more, visit [www.icandothatgames.com](http://www.icandothatgames.com).