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Cranium is Hot Gift For Cool Christmas Gatherings

Smash Hit Party Game Makes Perfect Way to Beat Boxing Day Blues

Temperatures may be falling, but demand for the hottest Christmas game is on the rise. As the festive season approaches, Cranium is on the lips of everyone, including Julia Roberts – making it this year's 'must have' Christmas gift. Whether given as a special gift to your festive host or under the tree, Cranium promises outrageous fun for everyone. That's why Roberts told Oprah Winfrey that Cranium is "the most fun game...we can't stop playing it!"

Not only is Cranium a cracker of a stocking filler but it also offers the perfect way to banish those Boxing Day blues or rally the annual relative round up. So switch off the inevitable James Bond film and turn a turkey of a day into one to remember.

Cranium celebrates a host of human talents letting everyone play. In addition to answering trivia questions, players sketch, sculpt, hum, whistle and even spell words backwards to win. With content designed especially by, and for, British grey matter, Cranium will get everyone smiling as mum hums, "Merry Xmas Everybody," by Slade, Uncle Bob rearranges the anagram "Go Get Beers" to spell George Best, and your little brother sculpts beans on toast from Cranium Clay.

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"Cranium is not only the perfect gift, but it is also the ideal way to celebrate the festive season", said Richard Tait, co-creator of Cranium, "The variety of activities in the game make Cranium a great way to add some excitement to a holiday get together and to celebrate the amazing talents of your friends and family."

The fastest selling independent board game in history, Cranium sold twice as many units in its first year of UK sales than in its first year in the US. "British people love to play board games," said Tait, "Cranium is so entertaining players have been known to crack open the game eight times a weekend."

To meet the demands of Cranium enthusiasts, he and co-creator Whit Alexander are launching Cranium Booster Box 1 packed with 800 all-new questions created by and for British brains. Available from late 2001, the Booster Box recharges the game and keeps seasoned Cranium players on their toes.

Pricing and availability

Cranium UK edition retails at £29.95 and is available at Debenhams, Starbucks, Virgin Megastores, Hamleys, Harrods, John Lewis, Alders, Firebox.com and other retail outlets nationwide. Booster Box 1 will be available in late 2001 and will retail at £14.99. For more information about Cranium, visit www.playcranium.com.

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