



**FOR IMMEDIATE RELEASE:**

***Keep It Real RX Game - A Powerful Weapon to Combat Bullying and to Create Unity***

New York, NY, January 18, 2011—Recently the press throughout the country has brought to our attention the increase in cases of cruel bullying. At the same time, suicides among troubled young people are statistically on the rise. As a result many state legislatures, school districts, parental groups and local communities are instigating anti-bullying initiatives. The *Keep it Real RX* board game, created by psychotherapist and Trance4mation Games, L.L.C. CEO Leslie Robinson, is a timely and groundbreaking field-tested communication tool that cuts across barriers and embraces people's humanity in ways that offer an antidote to these disturbing trends. This game (a CommHUMANcation tool in a box) was designed to help people to dialogue in a way that heals, and to open people's hearts and minds to one another. It is a haven for peace in an increasingly violent world as it promotes positive interaction, acceptance, caring and empathy between its players and their communities, as well as the world at large.

*"Playing Keep It Real . . . gets people tuned into themselves, helps them to learn who they are and to respect diversity in others . . . This game opens the heart, mind and imagination, and gets people talking and thinking about life in so many dimensions."*—Mangy-Nkoli, Film Maker—*Smoking Cessation*

In a world where technology exceeds our wildest expectations, we are still without tools with which to unlock and discover the most precious and fundamental parts of ourselves. With the tragic increase in bullying and youth suicides, it has become increasingly apparent that our need to find more effective methods of furthering human understanding has increased exponentially. The *Keep it Real RX* game is a powerful tool assisting in this important pursuit. It creates an environment that assists players in cultivating a less judgmental viewpoint by recognizing shared human commonalities. It helps them to identify with other races, genders, cultures and anyone else who might be different from themselves. To these ends, the game has been enthusiastically received by at-risk youth through its use in afterschool programs in NYC, in mainstream high schools throughout NYC, in healing relationships between parents and their teens, in colleges, by families, and by returning Veterans from Iraq and Afghanistan. The game is also being considered for future use in anti-bullying campaigns in several school districts around the country.

*"This game gives you knowledge. Some people don't even know it is in them, the game brings it out. I could play this game for ten hours and never get bored."*—David DeLaurentis, 21 year old

The *Keep it Real RX* board game promotes greater empathy by asking evocative, imaginative, up to date, stimulating and at times profound questions which engage people emotionally and cognitively at a level that lowers their defenses and makes them open to hearing one another's viewpoints. Questions include, "Do you believe in 'an eye for an eye' or 'turning the other cheek,' and why?" and, "Think of a race different from your own—how would your life be different if you had been born into that race?", and many other thought provoking questions that expand self-awareness and promote greater human understanding.

*"There has never been a board game like this ... EVER!!! . . . KEEP IT REAL challenges us in ways that would do far more than entertain or help to pass the time. It will stay with us in potentially life altering ways in rebuilding our perceptions of others and ourselves . . ."*—Gerard Brown, Playwright/Teacher/Screenwriter of Tupac Shakur's film, *Juice*

To learn more about the *Keep it Real RX* board game please visit: [www.keepitrealgame.com](http://www.keepitrealgame.com)

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