

THE UNDERGROUND GAMES COMPANY

3697 East Temecula Way, Gilbert AZ 85297

602.705.5490

www.trafficking.com



For Immediate Release
November 1, 2008

For more information, contact
Gary Lane, 602.705.5490
spacedearthling@trafficking.com

TRAFFICKING CELEBRATES SILVER ANNIVERSARY...OFFERS DOMESTIC FREE SHIPPING!

Gilbert, AZ – Twenty-five years ago this month, the first copy of **TRAFFICKING** rolled off the board game-assembly production lines at the Parker Brothers warehouse in Concord, Ontario -- an industrial suburb outside of Toronto. Even then, the game – a satirical, pro-marijuana, Narc and Dealers, party board game – created controversy.

“As it was being printed as a private label deal and that Parker Brothers had this sterling family image to uphold, internally, the game was called Traffic King – like it was a game about driving and automobiles...or something”, recalled Gary Lane, Inventor and Chief Spaced Earthling of the Underground Games Company. “While the wordplay fooled no one, it did provide an early indication as to what to expect from Joe Conservative. When I tried selling **TRAFFICKING** in America at that time, in the mid 80’s, Nancy Reagan’s ‘Just Say No’ campaign was in full bloom...and the game was essentially banned from retail game store shelves. In one instance, a games store in Riverside, California, after ordering a dozen games, sent back the entire shipment, yielding to a protest group promoting a boycott of its business. Thankfully, the internet came along and orders can now be fulfilled directly. While a lot hasn’t changed over the years, especially considering the ludicrous Tommy Chong incarceration in ‘03, I see brighter, more accepting times ahead.”

Added Lane, “Political satirist Bill Maher recently commented that considering the sordid state of the economy, isn’t it about time we legalized pot. With a responsible approach, I totally support the idea – as a common sense social and medical right, as a solution to overcrowded prisons, as a way to stop making criminals out of good people and as a very viable way to stimulate the economy.”

To celebrate twenty-five years in circulation, twenty-five hundred **TRAFFICKING** games are now available for domestic orders – in Canada and the United States – with free shipping. The free shipping offer ends when the promotional supply is depleted. **TRAFFICKING** costs \$24.99 and is available exclusively at www.trafficking.com.

TRAFFICKING is a role-playing board game that spoofs the cannabis trade. The game features eight dealers - Reefer T. Johnstone III, Janet Planet, Zerox Roachoid, Sonny Sgurd, Stephe "Honey Oil" Slick, Biff Spliff, D.J. Stoner and Fast Eddie Toke -- pitted against a dedicated, hard-nosed Narcotics Officer, Lieutenant Dick Gumshoe. The object of the game for the dealers is to become the "Trafficking King", that is to be the first dealer to sell a kilo of marijuana (36 ounces or "lids") before being **BUSTED** by the Narc. Should the Narc succeed in busting all the dealers before any sells a kilo, the Narc wins the game. The game board is colorfully designed, featuring seriously cool illustrations by Canadian canna-cartoonist Roddy Heading, best known for his work in the classic grow book "*Grow Yer Own Stone*".

####

For more information, contact
Gary Lane, 602.705.5490, gary@trafficking.com