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Media Pitch

Tell someone you're a gamer and they naturally assume "video games". However, across the world, tabletop gaming is trending again. Many gamers are citing "social interaction" as the number one reason why they game. Restaurants and entertainment companies are discovering that gaming nights at their facilities increase traffic and sales. Chick-fil-a recently started a family games night, following the path of Alamo Drafthouse theaters. Stores geared towards the sales of board/hobby games are also providing space for those who wish to play. Yet, many gamers are inviting friends and coworkers over to their homes, providing an experience of gaming without time constraints.

In 2014, consumers in the US and Canada alone spent \$880 million on tabletop games. Collectible games topped sales at \$550 million; hobby card and dice game were fourth at \$55 million and role-playing games came in at \$25 million. 2015 saw a 10% increase in board game sales, according to NBC. Companies that produce games, like Hasbro offers grants for gamers to develop new board games. After the success of crowdfunding of hobby card games like Exploding Kittens, which 219,382 backers pledged \$8,782,571 in kickstarter, companies are scrambling to find the next big board game.

While miniatures have the lowest growth, there are still some hobbyists with the time and patience for miniature gaming. One of these hobbyist is Mr. Wayne Hansen, retired Navy serviceman. Every Wednesday, he sits alone in the community art center and paints dozens of miniature soldiers, artillery and vehicles. Recently he started a Sunday gaming group in the community called The Arm Chair Generals. This was after a successful gaming store decided to close so the owners could go into retirement themselves. Now, he has a group that arrives every Sunday to continue a tradition.