From: St. John Eudes School-7th Grade

9925 Mason Ave.

Chatsworth, CA 91311

February 20, 2014

To: Hasbro Corporation

Street Address

City, State, Country

Zip code

Dear Brian Goldner,

For over 90 years your esteemed company has been bringing families closer together with your entertaining board games and products. I myself have been a happy consumer of your game. In fact, still to this today, I thoroughly enjoy playing your company’s games with my own family and friends, some of which include: Battleship, Candyland, Monopoly, and The Game of Life. Recently in our 7th grade writing class, we’ve been discussing philosophy and the definition and meaning of life. Fittingly, as part of our discussion, we played the Game of Life. In playing it though, it occurred to us that the Game of Life has a somewhat narrow and shallow portrayal of success and “winning” in life. Currently, in the Game of Life, the player who wins is the one who retires first and with the most amount of money. As an entity which markets greatly to children like myself and has the great potential to influence values and ideas in us, it would be fair to say that in creating your products your company has a moral obligation so as to purvey positive messages of depth and meaning through your games. **Therefore, I humbly propose that the manner in which a player can win in the Game of Life be redefined to more accurately resemble success in real life which can be defined and influenced by culture, an individual’s convictions, and time.**

It is no secret that culture plays a significant role influencing the values and perspectives. Thus, when defining success it is important to consider the various cultural contexts of the population for whom success is being defined. With their status as a world superpower and a comparatively thriving economy, it could be argued that there is indeed a prevalent emphasis on wealth in defining success in American culture. Dr. Linda Seger, a business consultant, renowned author, and motivational speaker, writes, “Americans tend to define success by money, and by what money can buy. We are known by the world as a rather materialistic country, always striving after things, and defining success by the accoutrements that money can buy […] And that’s just what we get—more things” (Seger, 2011). Here, Seger argues that the American consumerism has permeated our notions of success. The global perception of American success is the amassing of monetary wealth and personal belongings. Indeed, one click of the television remote in America and one is likely to be bombarded with images of glitzy celebrities and their copious assets, designer clothes, luxury cars and the like. Shows like MTV Cribs and E! True Hollywood Stories often celebrate these materialistically superfluous lifestyles as success. In that sense, the current structure of the Game of Life does reflect in some ways the American cultural definition of success. However, recent surveys and studies are increasingly finding a shift in these values even amongst Americans, particularly the American youth.