



Contact: Jim Camut
(412) 586-5340 or jimcamut@gmail.com

Gabriella "Gaby" Boehmer
(831) 338-8710 or gboehmer@heartmath.org

***Wild Ride to the Heart™* Game from Institute of HeartMath® Offering Fun, EQ Learning for Holidays**

Boulder Creek, CA. – June 29, 2011 – A hot gift item for children this holiday season is the Institute of HeartMath's® *Wild Ride to the Heart™* board game teaching children emotional awareness and self-regulation skills to better handle life's challenges.

This game is developed for children ages four and up and is available for \$14.95 on [Amazon](http://Amazon.com) and the Institute of HeartMath's (IHM) website. *Wild Ride* incorporates close to 20 years of IHM's [research](#) into the physiology of emotional intelligence and the game has received praise by numerous experts and authors in parenting and education fields.

Wild Ride is sure to be a popular gift item this year for parent shoppers looking for items that contribute to their kids' well-being and afford opportunities to bond.

"It's lots of fun. I recommend it to all my mom friends," said Dominique Blake, a mother of two daughters ages three and seven and a son who is 18-years-old. "I've played a lot of board games over the years and I don't know of another game out there that speaks to children like *Wild Ride to the Heart* does. I like that we are not only educating our minds, but also our emotional intelligence," said Blake.

Wild Ride helps kids learn, express and understand 19 of the most commonly experienced emotions using their hearts and minds in a fun and educational environment. It also teaches children ways to communicate and create easier emotional expression through its simple and fun-to-play format.

To play the game participants spin a wheel or roll a die to advance around a colorful board, trying to follow a path to reach the heart at the center. As players move along the board, the game's road to the heart is paved with unpredictability – just like in life – and can get rocky and wildly fun along the way.

Children will engage in a range of emotions: they will illustrate *happy* with a facial expression or learn the meaning of *frustration*, for example, and how to cope with the feeling. The game is best played with the aid of teachers, older siblings, parents and other family members before kids learn to play by their selves.

Wild Ride incorporates a simple emotion-regulation tool called *Go to the Heart™* that was adapted from HeartMath's *HeartSmarts®* and *Early HeartSmarts®* social and emotional learning programs. The programs are for both suitable school and home-schooling pre-kindergartners through fifth-graders. IHM's research shows a direct link between a student's ability to self-manage emotions and their academic performance.

"In recent studies we've shown that shifting from a turbulent state to a more positive emotional state can facilitate the higher cognitive processes that are critical for focusing attention, reasoning and creativity," said



Dr. Rollin McCraty, Director of Research at the Institute of HeartMath. Wild Ride's *Go to the Heart* tool is designed to help teach children to find the same positive emotional state that builds emotional flexibility and resilience.

For families with busy lifestyles, it can be rare to spend enough time together and deal with emotions that are often easily overlooked. Capturing and holding children's attention, helping to strengthen their relationships with family and friends and bringing families closer together are some of the aspects *Wild Ride to the Heart* can help accomplish. The sharing experience helps everyone – parents, children and siblings – better understand emotions in a fun and unique way.

The *Wild Ride to the Heart* game:

- Helps children begin to identify and understand their emotions
- Helps children in their relationships with family and friends at home and school
- Is based on breakthrough scientific research about emotions and learning
- Helps teach children emotional self-regulation to better control their mood
- Can help bring family and friends closer

What's in the box:

- Colorful, illustrated game board
- Markers for moving around the board
- Surprise Cards that challenge players to perform various tasks, including:
 - Make faces of different emotions
 - Describe what makes them feel certain emotions: frustration, disappointment and courage
 - Practice the HeartMath emotion-regulation tool "Go to the Heart"
- Emotions Definition Cards that explain the meaning of the most common emotions: love, sadness, happiness, anger, calm and fear
- Spinner
- Two dice

To learn more about the *Wild Ride to the Heart* board game and the Institute of HeartMath's products for parents/caretakers, educators and children, visit <http://store.heartmath.org/>. The institute also updates a Facebook page dedicated to providing all caretakers of children with practical information and resources; visit <http://www.facebook.com/HeartMathMyKids>.

###

About the Institute of HeartMath:

The Institute of HeartMath, www.heartmath.org, is a 501(c)(3) nonprofit research and education organization dedicated to teaching the principles of heart-based living around the world and promoting global coherence by inspiring people to connect with the intelligence and guidance of their hearts. IHM has been conducting scientific research on the physiology of emotions and the science of the heart for two decades. IHM, a world leader in stress reduction and emotion-management research, was founded in 1991 by Doc Childre. Through its research and education divisions, the institute has developed practical tools, education programs and services – collectively known as the HeartMath System – for the mental, emotional and physical benefit of children through seniors without regard to their social, economic or cultural status. IHM's research has been published in numerous peer-reviewed journals, including *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine*. For more information about IHM's education and professional development programs, visit www.heartmath.org/education. You can learn more about IHM's latest available resources by joining its social networking pages on [Facebook](#) and [Twitter](#) and its [YouTube](#) channel.