

New banknotes issued even in The Game of Life! The “Your portrait will be on banknotes” campaign is underway

“The Game of Life: FIRE” To be launched Saturday, October 19, 2024

Diverse lives, with more than one goal!
The wheel will determine the fate of your investments, currency exchange, and asset building.
Filled with trending words such as “investments,” “AI-generated,” “fan activities,” “cat memes,” and more.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of “The Game of Life: FIRE” (SRP: JPY 5,500/tax included) as the 79th product in the board game series “The Game of Life,” on sale from Saturday, October 19, 2024 at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.



“The Game of Life: FIRE” is a product based on the theme of “F.I.R.E.”(*), which is attracting attention as a new lifestyle, and the flame of passion, incorporating contemporary trends such as currency exchange, investments, and the issuance of new banknotes for the first time in 20 years. “The Game of Life” is a board game that allows players to learn about the various events in life and the structure of society through the exchange of real estate, shares, insurance, money, etc., while playing, but in this product, by incorporating elements such as exchange rates and land prices, it also allows players to learn about investing and finance.

To represent the economic cycle of the world, a second wheel called the “FIRE Wheel” has been introduced in addition to the regular wheel. This FIRE Wheel is a roulette wheel used to determine the success or failure of an investment, and the outcome can significantly affect the result, either for better or worse. In the game, you can also receive “FIRE Point cards” (FPs) when you land on “Passion Ignites” spaces, such as “Your favorite artist will be going on a national tour! Lose one turn due to traveling to the show” or “Show passion for your work and get 2 million yen for your performance!” FPs are useful for advancing in the game by improving your rank, changing jobs, re-spinning the FIRE Wheel, etc., and the final number of FPs you have determines the goal you can advance to. There are a total of three types of goals you can proceed with.

In conjunction with the new banknotes to be issued from July 3, 2024, the banknotes in “The Game of Life: FIRE” have also been newly designed. The banknotes of the standard edition of “The Game of Life” have been based on the “dollar” banknote, a design that has been inherited from the first generation model released in 1968, but in this new version, the unit of currency has been changed to the “yen” and the banknote designs have been updated with a new look. In addition, the occupation cards include “Farmer,” “Teacher,” and “Bacteriologist,” which are related to the three great figures chosen for the actual portraits on the new banknotes.

The spaces incorporate a wealth of recent trending words and phenomena that spark communication, such as “cat memes,” “digital detox,” “AI-generated videos,” “Heisei era fashion,” “favorite artists,” “pajamas that are easy to sleep in,” “breaking,” and many more. It is a game of life where you earn points by luck of the wheel and your strategy, offering excitement and thrills until the very end. In conjunction with the issuance of new banknotes in The Game of Life, the “Your portrait will be on banknotes” campaign will begin on June 25, allowing the winner to become the portrait of a banknote in The Game of Life.

*An acronym for Financial Independence, Retire Early, meaning achieving financial independence and retiring early

●●●● Features of the Product ●●●●

— New Banknotes

The banknotes for the standard edition of The Game of Life are dollar bills, a design that has been in use since 1968, but this product uses new designs of the yen banknotes.



[Examples of Occupation Cards]

Occupation cards associated with the great figures adopted for the new banknotes



— FIRE Wheel

In the “Investment” space, where investment-related events occur, such as “Strong yen? Weak yen? The exchange rate fluctuates! Spin the FIRE Wheel. High fire: Get 3 million yen. Low fire: Pay 6 million yen.” or “Rent a fishing boat and try single-hook fishing of tuna. Spin the FIRE Wheel. High fire: Get 800,000 yen. Low fire: Pay 1.5 million yen.” The outcome (high fire or low fire) after spinning the FIRE Wheel determines the result, either for better or worse.



— FP (FIRE Point)

The spaces where events that ignite passion occur are marked with the letters “FP (FIRE Point)” and you can receive an “FP card.”

— Spaces Packed with Popular Words and Phrases

Many of the words and phrases that trended recently are reflected in spaces.

[Examples of Spaces]

- A funny video of your cat becomes a popular **meme**! Get 2.7 million yen.
- Attempt **Heisei-era fashion** with a relative’s hand-me-downs! Get 3.3 million yen.
- **Digital detox** in a secluded area. Feel refreshed! Get 700,000 yen.
- Feel warm and relaxed by watching an **AI-generated video** of a fluffy doggy. Get 2 million yen.
- Show off a new **breaking** trick. Get 800,000 yen.
- Produce **pajamas that are easy to sleep in**. Spin the FIRE Wheel.
High fire: Get 700,000 yen. Low fire: Pay 1.2 million.
- Your **favorite artist** will be going on a national tour! Lose one turn due to traveling to the show.



— “Your portrait on the new banknote? The Game of Life: FIRE Original Banknote Campaign”

To celebrate the release of “The Game of Life: FIRE,” we will hold a campaign on TOMY Company’s official X account (@takaratomytoys) to select five winners who will receive an in-game banknote set for “The Game of Life: FIRE,” featuring their own portrait photos.

Campaign period: Tuesday, June 25 – Tuesday, July 9, 2024

Please see the following website for details.

Campaign website: www.takaratomy.co.jp/products/jinsei/product/fire/2407cp/



●●●● Product Outline ●●●●

Product Name: “The Game of Life: FIRE”

SRP: JPY 5,500 (tax included)

Launch Date in Japan: Saturday, October 19, 2024

Recommended Age: 6 years and up

Number of Players: 2 to 6

Product Contents: Game board with roulette wheel (1), houses (5), car tokens (6), flags (6), character pegs (36), occupation cards (10), change occupation cards (6), treasure cards (24), FIRE Point cards (36), bill pack (1), insurance certificates (24), bill holder tray (1), bill holder sheet (1), game guide (1)



Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/)

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Product Website: www.takaratomy.co.jp/products/jinsei/product/fire/

[About “The Game of Life”]

“The Game of Life” is a board game where players spin the wheel and move forward spaces, aiming to become a billionaire through experiencing various events in life. It was launched in September 1968 in Japan during a period of high economic growth, promoted via a TV commercial with the slogan “Life has its ups and downs.” The first generation of “The Game of Life” in Japan was close to being a literally translated edition of “THE GAME OF LIFE” that was launched in 1960 in the United States. Later on, the Japanese version of the game began incorporating its own original content, starting with the third generation launched in 1983. It has since continued to evolve as a game that has remained topical by reflecting aspects of life and popular trends of the particular period.

Broadly speaking, there are two development categories of “The Game of Life”: (1) the flagship “standard edition” and (2) “theme line edition” which adopts character collaboration and trending events. The “standard edition” is now in its eighth generation (released in April 2023), and this product is the 79th in “The Game of Life” series, and its cumulative sales exceed 16 million units. www.takaratomy.co.jp/products/jinsei/

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