



HASBRO TAPS AGING EXPERTS AT AGELESS INNOVATION TO CREATE AN AGE-INCLUSIVE VERSION OF ICONIC TABOO GAME

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"Taboo Charades" is the fourth classic Hasbro game that has been re-designed by Ageless Innovation; the partnership aims to enhance the lives of older adults by offering age-inclusive features within classic, well-known board games

PAWTUCKET, RI – November 1, 2024—Today, Ageless Innovation, a global company devoted to reimagining how we positively live and age together through the power of play, has released an age-inclusive version of Hasbro's classic Taboo game. The game, *Taboo Charades*, is one of four Hasbro games that have been redesigned by Ageless Innovation to enhance the lives of older adults and their families through gameplay; it joins a roster of other re-imagined classics, including *Trivial Pursuit Generations*, *Game of Life Generations*, and *Scrabble Bingo*. Alongside the full Ageless Innovation portfolio, *Taboo Charades* is now available on Amazon; it's set to hit most major retailers in early 2025.

Since early 2023, Ageless Innovation and Hasbro have worked in tandem to create [new versions](#) of classic play experiences specifically designed with older adults in mind; each game in their portfolio infuses age-inclusive features, such as easy-to-grasp pieces, easy-to-read content, and/or intergenerational storylines. The reimagined version of Taboo, *Taboo Charades*, inserts improv and special charade cards into the classic game, encouraging more physical activity and movement among an aging population. Complete with oversized cards featuring easier-to-read text, recognizable words from the '60s and '70s, the iconic Taboo electronic buzzer, and a "game log" to keep track of the memories shared during gameplay, the new edition of Taboo makes it easier than ever for older adults to play, laugh, and join in on the fun.

The meaningful partnership continues to combine Ageless Innovation's extensive knowledge in creating play experiences for older adults, and Hasbro's unmatched expertise in the branded entertainment industry, to deliver continued joy, fun, and companionship to families across the globe, with a strong lens on aging loved ones. Thoughtfully designed with older adults in mind, the Hasbro games expand upon Ageless Innovation's existing collection of Joy for All™ products, which includes an award-winning line of animatronic pets and card-based games that facilitate intergenerational connection, stimulate conversation, and improve the quality of life of older adults.

"This reimagined edition of Taboo offers fresh challenges and reimagined content that keeps the classic spirit of Taboo alive while adding new components that make the gameplay more fun and accessible for a different demographic," said Ted Fischer, CEO and Co-Founder of Ageless Innovation. "As loneliness and social isolation among older adults continue to surge, it's more important than ever that we continue engaging this often-underserved community in a meaningful and joyful way, and our incredible and expanding partnership with Hasbro allows us to do just that."

Each game, including Taboo Charades, is integrated into Ageless Innovation's ongoing [Reach Out and Play program](#), a nationwide initiative designed to create meaningful social connections for older adults by bringing people of all ages together through the power of play. According to a [recent study from AARP](#), 66% of older adults surveyed expressed the importance of gameplay in forming connections with peers and reducing stress, feelings of boredom, and feelings of loneliness; Ageless Innovation's holistic product and partnership portfolio, including the launch of Taboo Charades, underscores the company's commitment to combatting the many issues faced by older adults, particularly during the holiday season.

Taboo Charades is available for purchase now on [Amazon.com](#) and retails at \$24.99.

For additional information about Ageless Innovation and its product portfolio, visit Ageless Innovation via [JoyForAll.com](#), or on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About Ageless Innovation

Ageless Innovation is a global company devoted to developing fun and engaging products for older adults. Beginning with the award-winning line of Joy for All Companion Pets, Ageless Innovation is focused on creating products that promote fun, joy and play while improving the quality of life and creating meaningful connections for older adults, their families, and caregivers. For more information, visit [www.joyforall.com](#).

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