

The Children's Partnership released [Can Game Companies Help America's Children?](#), the result of a yearlong study of the \$24.75 billion digital game industry and its current—and potential—participation in cause partnership efforts. The report provides a focused look at the demographics of gamers, trends in social gaming and virtual goods, and the potential of cause partnerships to benefit child health and education.

“At a time when US children are suffering more than at any time since the Great Depression, game companies can—and should—be at the forefront of a high-impact form of philanthropy that benefits their bottom line while also improving children's health and success in school,” said Wendy Lazarus, Founder and Co-President of The Children's Partnership and lead author of the report in a full [press release](#).