

Hawaii a big player in global Monopoly vote

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By Erika Engle

The USS Missouri Memorial Association Inc. was invited to participate in the “Save Your Token” promotion, given the popular game’s battleship token -- and the battleship will continue to be packaged with classic tokens as well as the cat, which emerged the victor in voting for a new token.

“Monopoly’s ‘Save Your Token’ campaign was 45,000 tons of fun,” said Michael Carr, president and chief operating officer of the Battleship Missouri Memorial.

“It provided us with a unique way to engage with our friends on social media and also introduced a new audience to the significance of battleships,” he said.

The battleship token had landed “in jail” along with other tokens facing removal from the game when the campaign was launched Jan. 9, according to game maker Hasbro’s public relations materials.

“All of us at the Battleship Missouri are so relieved that the battleship, a.k.a. inmate 20967, has been released from jail and can now get back to dominating the seas and Monopoly games,” Carr said.

On-trend images to promote the vote for the battleship were created for the Battleship Missouri Memorial’s social media campaign.

As of 12:15 p.m. Tuesday, the last day of voting, “Scottie dog” was safe at 29 percent; the race car was safe at 14 percent; the battleship was listed as neutral at 13 percent; the top hat also was neutral at 12 percent; the thimble (strongly supported by quilters’ guilds among other sewing enthusiasts), also was neutral at 10 percent; while the shoe, iron and wheelbarrow all were ranked as being in trouble, with 8 percent of the votes.

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