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**INTERACT GAMES LLC ANNOUNCES RELEASE OF PERSONALOGY™,
A PROVOCATIVE, POCKET-SIZED CARD GAME FOR SUMMER TRAVEL
Personalogy™ summer vacation photo contest begins June 2**

LOS ANGELES (June XX, 2014) - [Interact Games LLC](#) today, announced the summer release of [Personalogy™](#), [[Amazon.com](#), \$20] a provocative, pocket-sized card game for ages 16 and older. The game was created by Los Angeles-based [Michelle Burke](#) and UK-based [Lilamani de Silva](#). Co-founders of Interact Games LLC, Burke and de Silva sought to inspire and challenge people to put their electronic devices down and have a conversation. The game fits as easily as a smartphone in your purse or beach bag.

A May 6, 2014 article in the [New York Times reported](#) that Amazon saw double-digit percentage increases on sales of board games from 2012 to 2013. Bruce Whitehill, board game inventor and editor of [The Big Game Hunter](#), lauded Personalogy™ as a laugh-out-loud experience. “We were all laughing at the same time.”

“Many of our questions are off-the-wall, some downright absurd,” says Michelle Burke, author, communications consultant/strategist and co-founder of Interact Games LLC. “With the explosion of smartphones, the art of conversation borders on extinction. I was tired of going to a restaurant or bar and seeing people sitting together and just looking at their phones.”

The game consists of 120 topical and intriguing questions, each with multiple-choice answers. Players are challenged to guess what answer their opponent will most likely select and why. Your 'opponent' can be your best friend, partner, sibling, those you just met at happy hour or simply a group of people vacationing together. Questions cover everything from lifestyle, pop culture, psychobabble, to sports and dating. The following are sample questions:

What candy best reflects my personality and why?

- a. Hot Tamales
- b. Champagne Truffle

If I could be a fly on the wall, which event would I listen in on and why?

- a. In the war room plotting to capture Osama Bin Laden
- b. Michael Jackson's last concert rehearsal

"Personalogy encourages players to share stories," says Interact Games LLC co-founder Lilamani de Silva, a trained biochemist and former UK television producer. "The interactive component of describing the "why" is what generates surprises - even to long-married couples who thought they really knew each other. Personalogy improves 'face time' and is an antidote for long road trips, planes, trains and vacations."

A photo contest launches today, through Labor Day, in which players post photos of the Personalogy™ game on [Facebook](#) in signature fun locations or vacation settings. Weekly winners will receive free games or Amazon gift cards.

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About Interact Games LLC

Interact Games LLC was co-founded by Michelle Burke and Lilamani de Silva in 2006 with the mission to create fun products and educational tools of value for home, work and school. The products bridge the communication gap and foster enduring relationships between families, friends, co-workers and acquaintances. For more information, visit www.personalogygame.com or www.interactgamesllc.com.