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## **New Game Helps People Get to Know Each Other Better...And Quickly!**

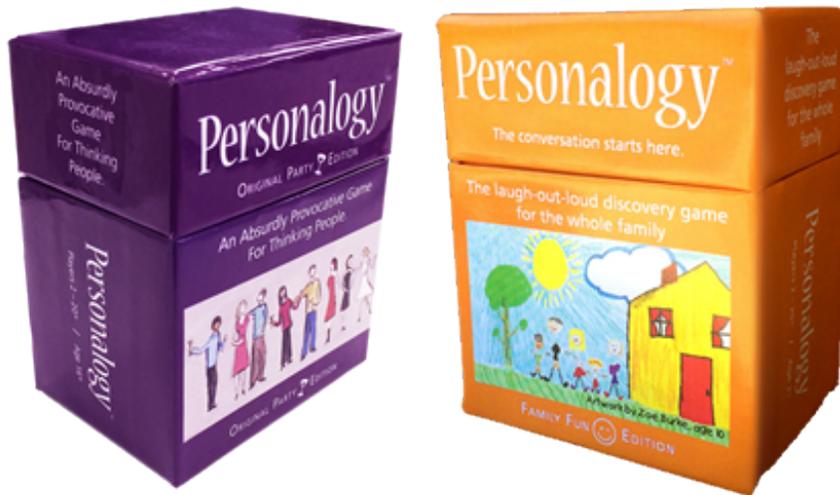
Two entrepreneurially-minded women have created a fun and addictive card game that dramatically increases the speed at how well people get to know each other.

Beginning in 2000, **Michelle Burke**, a corporate trainer, was speaking to 300 Microsoft employees from all over the world and needed a breakthrough way to get them fully engaged and involved. She discovered what worked best was asking critical work life questions that challenged people to come up with solutions that allowed others to chime in and contribute to a conversation. This would ultimately reveal many different ways to handle the situation.

For example: "If your boss is continually taking credit for your work, what would you do and why?"

Michelle then met Lilamani deSilva, a biochemist and a former UK television producer. On two different continents they saw the same phenomenon: In restaurants, bars, and other gathering places, people had their eyes and their attention buried in their phones, iPads, and other electronic devices -- not engaging with those around them.

So the idea evolved and they created and published their first family game called **Personalogy**, around Thanksgiving 2013.



It was a hit.

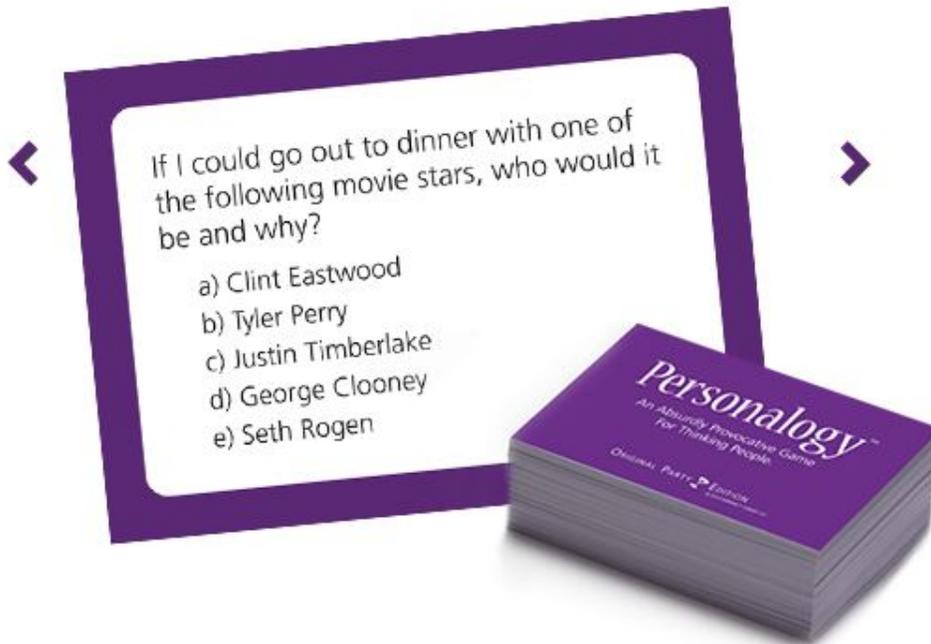
The two traveled all over Europe and the United States beta testing the game by playing with people they met on trains and planes, in restaurants and bars, even in line waiting for some event to begin. It broke down barriers.

Personalology allows people to really connect in a fun way. AND, they found the game to be a total "Man Magnet"! (The stories they can tell...)

"People want to feel connected. We want to feel like we matter to one another," says Burke.

**Personalology** comes in two editions. One is for adults and is an absurdly provocative fun situation card game for thinking people. The other is the Family Fun Edition; it's the laugh-out-loud discovery game for the whole family.

Each game consists of over 100 topical and intriguing questions, each with multiple-choice answers.

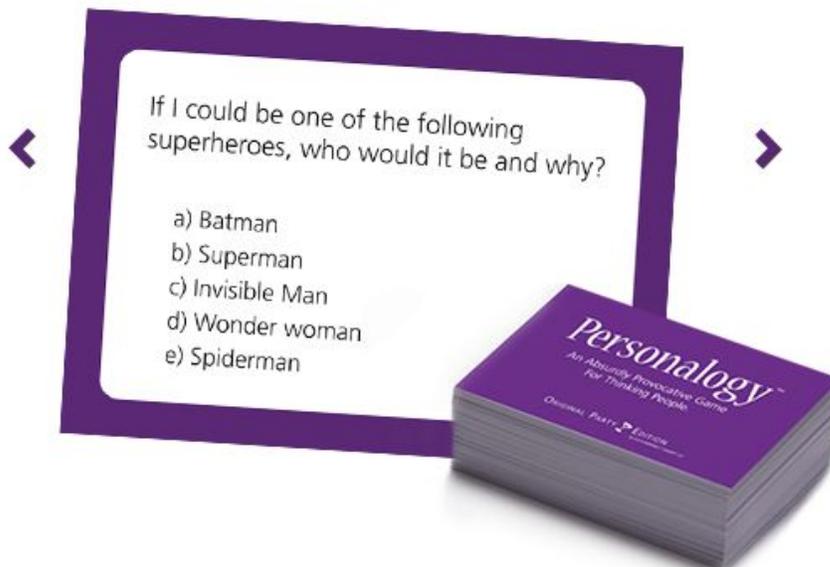


If I could go out to dinner with one of the following movie stars, who would it be and why?

- a) Clint Eastwood
- b) Tyler Perry
- c) Justin Timberlake
- d) George Clooney
- e) Seth Rogen

Players are challenged to guess what answer their opponent will most likely select and why. Questions cover everything from lifestyle, pop culture, psychobabble, to sports and dating.

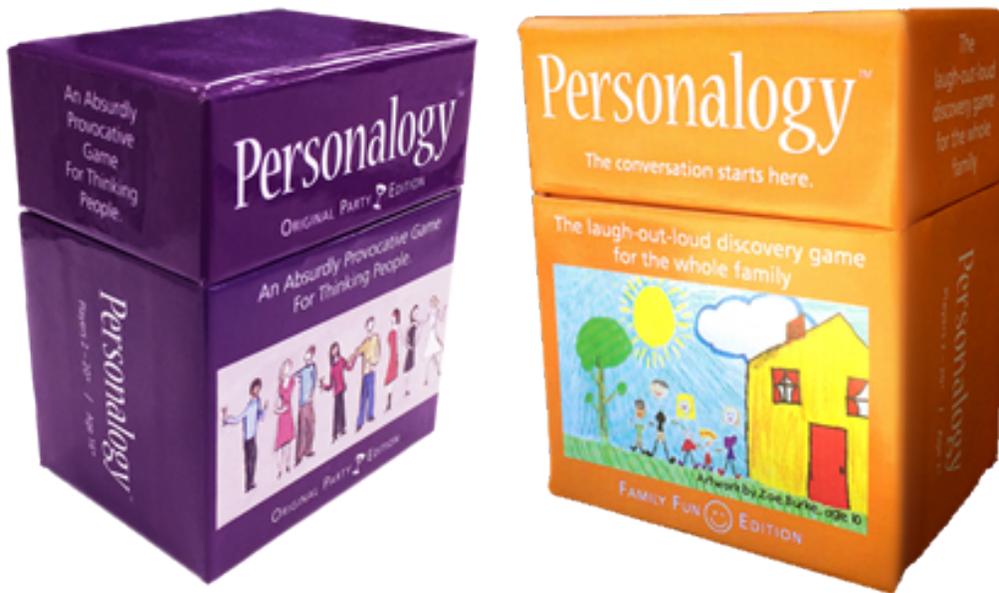
Playing often turns into a laugh-out-loud experience.



If I could be one of the following superheroes, who would it be and why?

- a) Batman
- b) Superman
- c) Invisible Man
- d) Wonder woman
- e) Spiderman

“The goal, says Michelle and Liliamani, “is to spark off fantastic conversations where people happily reveal more about themselves and learn more about other people, than anyone could ever imagine.”



## **Personalology Original Party Edition Family Fun Edition**

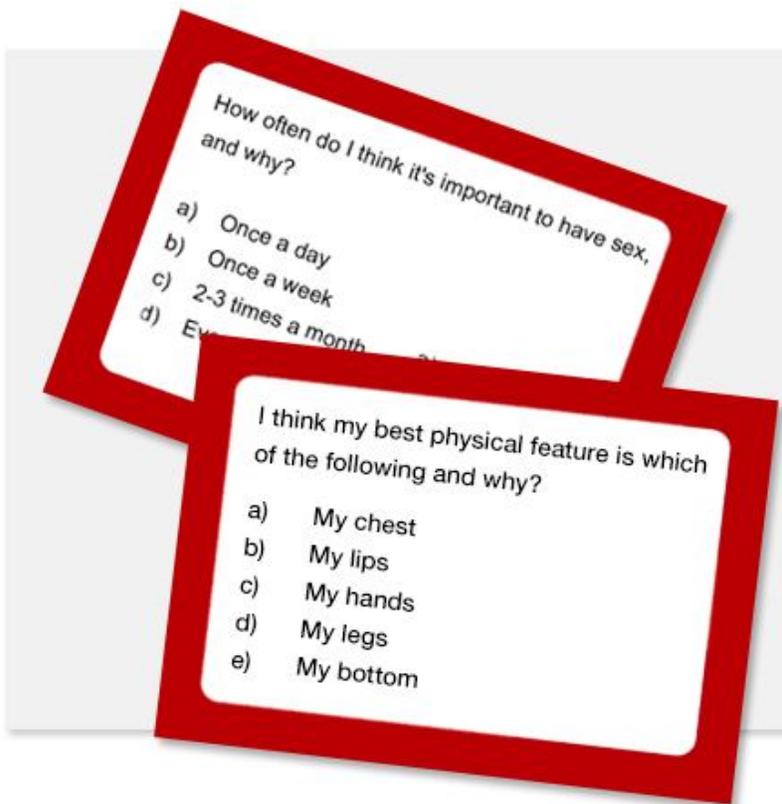
List \$20

Personalology Card Games are small enough to fit in your purse, backpack, glove box, or pocket. They can be played with points for competitive players, or as a fun and easy conversation starter. However you like to play, they will trigger exciting, fun and animated conversations that provide instant connection to family, friends, co-workers or even love interests you want to get to know better. Moms love them for car rides and long lines at amusement parks.

Available on Amazon. For more information visit [www.personalogygame.com](http://www.personalogygame.com)

The **Original Party Edition** and the **Family Fun Edition** can be used to enliven Dinner or Cocktail parties, Date Night or Game night, Road Trip or Summer Vacation, Girls Night Out - "the secret Man-magnet", Icebreaker or networking event for meeting new people, Bachelorette parties or Family Get-togethers.

**Personalology** is now evolving into series of specialty games that are used in a wide variety of circumstances as a social catalyst, relationship builder, culture connector and conversation starter.



The new **Personalogy Dating Game** and **Sports** editions are coming soon



***The creators Michelle Burke and Lilamani deSilva***

For more information visit [www.personalogygame.com](http://www.personalogygame.com)

Michelle Burke from Los Angeles and Lilamani de Silva from London both believe there are no accidents and, hence their meeting several years ago has turned into a wild adventure. Their insatiable curiosity for life, family, friends, food and travel has led them on a quest to see the silly side of life, to relish every moment and laugh out loud.

**To speak with Michelle Burke and Lilamani deSilva, contact Joanne McCall at [joanne@joannemccall.net](mailto:joanne@joannemccall.net) or 503-642-4191.**