

For Immediate Release

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Contact: Joanne McCall 503-642-4191 Tel joanne@joannemccall.net Email

New Dating Game Helps People Get to Know Each Other Better...and Quickly!

It took **ten** years to hit the market **and they made it on Amazon's Best Sellers Top 100 Card Games over the holidays**. Two entrepreneurially-minded women created a new and fun way to dramatically increase the speed at how well people get to know each other.

Michelle Burke and Lilamani de Silva spent more than ten years creating **Personalogy™** – uniquely designed card games that people have found **to be laugh-out-loud fun especially** in situations that range from romance to family to travel and to team-building in multi-cultural corporate situations all over the world.

The questions are designed and tested **to connect people quickly through fun, interesting conversations that reveal how people view and respond to different scenarios**.

The questions from The Original Party edition are particularly useful for singles dating, or for people who are spending their first Valentine's Day on a date, or even for couples who know or at least think they know, each other.

The questions are designed to **ignite conversations** that reveal **unusual and entertaining personal trivia** as a relationship develops:

I have an alter ego, what's the persona and why?

- a. Bad ass and kicks butt***
- b. Sassy and sexy***
- c. Reckless, fast and bold***
- d. Hilarious and laugh out loud funny***
- e. Fit, take's no bull, a martial arts expert***

Which TV show best reflects my current work environment and why?

- a. Scandal***
- b. Modern Family***
- c. Saturday Night Live***

- d. Empire**
- e. Parks and Recreation**

My secret power is which of the following and why?

- a. The ability to make people laugh***
- b. The ability to get people to say yes to me***
- c. The ability to read people's minds***
- d. The ability to attract anyone I want***
- e. The ability to not get stressed no matter what the problem***

Which of the following animal behaviors depicts my current romancing style best and why?

- a. The Scorpions pre-coital dance***
- b. The quail who makes love for 24 hours straight***
- c. The seahorses long drawn out dating ritual***
- d. The cuttlefish who puts brain before brawn***

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

What candy best reflects
my personality and why?

- a) Everlasting Gobstopper
- b) Champagne Truffle
- c) Snickers Bar
- d) Pay Day
- e) Hot Tamales

Players are challenged to guess what answer their opponent will most likely select and why.

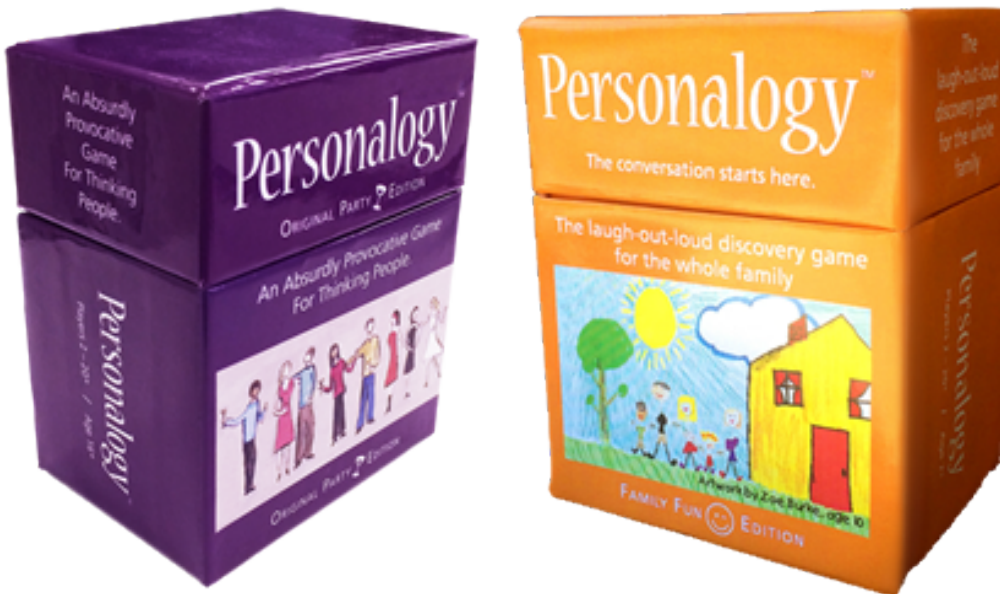
Questions cover everything from lifestyle, pop culture, psychobabble, to sports and dating.

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

What secret power would I like to have and why?

- a) X-ray eyes
- b) Super strength
- c) Stretch my body around corners
- d) Shrink myself
- e) Walk through walls

“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. It's a fun way to spice up the conversation on a romantic weekend, or to play at singles parties on Valentine's Day”.



Personalology
Original Party Edition
Family Fun Edition

List \$20

Personalogy™ Card Games are designed to be 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. Wherever and with whomever you 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.

Available on Amazon. For more information visit www.personalogygame.com

Personalogy™ 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 creators of Personalogy, Michelle Burke and Lilamani de Silva

For more information visit 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 de Silva, contact Joanne McCall at joanne@joannemccall.net or 503-642-4191.

Interview Questions and Answers for the Ladies

1. Did you come up with all the questions? And how?

Yes, the majority. We thought about what would stimulate a fun conversation or what's in the news or latest in pop culture. We've also asked friends or people we've played with to give us suggestions.

2. What motivated you to create this game?

We noticed people were spending more time interacting with their phones than with each other. So we wanted to find a way to get people to put their phones down and have a face-to-face conversation like in the good ol' days :-)) and a game format seemed like a good idea.

3. Do people like the cards? Have you had any unusual feedback?

Men have asked us to make the cards small enough to put in their wallet so they can use on dates.

4. Why is the box so small?

We made the box travel sized to make it convenient for people to take it with them while going out to dinner or to a friends or on a trip. It's designed to be small enough to fit into a purse, back pack or glove box.

5. Did you play-test it?

We took it with us everywhere and played in restaurants, cafes, bars, on trains, planes and at our friend's homes. When we played in public, people would come up and ask what we were playing and typically joined in especially the men. We found from them, that it made it easy for them to approach us. We discovered it was a great man-magnet! And it even led to a few dates!

6. Ten years is a long time. What kept you going?

It was the people we played with and their continuous positive response that kept us going. We would always hear "this is such a fun game!" And, "where can we buy it?" A perfect **conversation connector**, relationship builder, Ice breaker that kept us moving forward. Family and friends really supported us....in fact, they were our greatest champions...Michelle's Dad **kept saying go for it, we can do it, and so he bought a whole lot of games to give as gifts and** we've been working at marketing ever since.

Suggested game questions that can be used for feature stories and for live interviews with the creators

I'm on an undercover mission this weekend to Eastern Europe, which code name would I choose and why?

- a. *Bull Dog*
- b. *Sweet Rose*
- c. *Quicksilver*
- d. *Fireball*
- e. *Six Pack*

Which "pet name" for a significant-other is most sickeningly sweet and why?

- a. *Bunny boo boo*
- b. *Sweet baby doll*
- c. *Sugar lips*
- d. *Love or stud muffin*
- e. *Snookums*

If I had a free pass tonight, what type of person would I spend the night with and why?

- a. *Animal lover*
- b. *Comedian*
- c. *Runner*
- d. *Foodie*
- e. *Yoga instructor*

Which movie quote below best reflects my mood now and why?

- a. *Fasten your seatbelts it's going to be a bumpy night (All about Eve)*
- b. *Frankly my dear I don't give a damn (Gone with the Wind)*
- c. *Go ahead - make my day (Dirty Harry)*
- d. *Show me the money (Jerry Maguire)*
- e. *I'm ready to paarrrrty! (Bridesmaids)*

Which of these cocktails best describes my attitude right now and why?

- a. *Pink Squirrel*
- b. *Funky Monkey*
- c. *Trojan Horse*
- d. *Flaming Giraffe*
- e. *Red Dragons Breath*

Which candy below best reflects my personality and why?

- a. *Snickers Bar*
- b. *Everlasting Gobstopper*
- c. *Hot Tamales*
- d. *Champagne Truffle*
- e. *Pay Day*

I have an alter ego, what's the persona and why?

- a. *Bad ass and kicks butt*
- b. *Sassy and sexy*
- c. *Reckless, fast and bold*
- d. *Hilarious and laugh out loud funny*
- e. *Fit, take's no bull, a martial arts expert*

Which musician would be my favorite party crasher and why?

- a. *John Legend*
- b. *Lady Gaga*
- c. *Blake Shelton*
- d. *Jennifer Lopez*
- e. *Cher*

Which TV show best reflects my current work environment and why?

- a. *Scandal*
- b. *Modern Family*
- c. *Saturday Night Live*
- d. *Empire*
- e. *Parks and Recreation*

Which song would I prefer to sing at a Karaoke bar and why? (Sing it)

- a. *Don't Stop Believin' by Journey*
- b. *Put a Ring On It by Beyoncé*
- c. *I will Survive by Gloria Gaynor*
- d. *Imagine by Beatles*
- e. *Sweet Caroline by Neil Diamond*

Which of the following fashion faux pas do I consider to be the worst and why?

- a. *White socks with jeans*
- b. *Low rider pants that shows my butt crack*
- c. *Sandals with socks*
- d. *Long socks with shorts*
- e. *Visible panty lines*

My secret power is which of the following and why?

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- c. *The ability to read people's minds*
- d. *The ability to attract anyone I want*
- e. *The ability to not get stressed no matter what the problem*

What's my "go to" subject when I am in a room full of strangers and why?

- a. *Food*
- b. *Weather*
- c. *Animals*
- d. *Sports*
- e. *Wine*

If I could only have one of the following while stranded on a tropical deserted island, which would I choose and why?

- a. *One flare*
- b. *Fishing hooks and string*
- c. *A bottle of tequila*
- d. *An axe*
- e. *A blow up doll*

Which fashion trend below would I wear today and why?

- a. *1970's Funk*
- b. *Fur Craze*
- c. *Vintage*
- d. *Rebel Rock*
- e. *Mad Men (1960's)*

Which of the following would most likely keep me up at night and why?

- a. *The person I am sleeping with*
- b. *The neighbors*
- c. *My non-stop thoughts*
- d. *Loud snoring*
- e. *Bodily functions*

What YouTube video would I post of myself and why?

- a. *Me and my Pet*
- b. *I would never post anything on YouTube*

- c. *Gangnam style dance*
- d. *Me singing*
- e. *A "how to"*

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- c. *The seahorses long drawn out dating ritual*
- d. *The cuttlefish who puts brain before brawn*

Which of the following titles would I call my reality show and why?

- a. *My Life as a Dog*
- b. *Bold and Beautiful*
- c. *Work Hard Play Hard*
- d. *Family Mayhem*
- e. *Breaking the Rules*

Which candy below best reflects my personality and why?

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Which of the following movie actors is the "hottest" and why?

- a. *Brad Pitt or Angelina Jolie*
- b. *Channing Tatum or Jennifer Lawrence*
- c. *Denzel Washington or Halle Barry*
- d. *Johnny Depp or Eva Mendes*
- e. *Steve Carell or Melissa McCarthy*

10 Second Questions – which would you choose?

- Kiss a stranger, Kiss someone I know or Kiss a pet
- Fly by night, Fly by the seat of your pants, or Flying high
- Give love, Be loved, or Find love
- Loose lips, Loose hips, Loose as a goose
- Sleep on it, Sleep over, Sleep like a baby
- Make whooppee, Make mud pies, or Make a call
- Dancing with the stars, Dancing under the moonlight, Dancing Machine
- Sticky buns, Sticky notes or Sticky fingers
- Big foot, Big hair, Big mouth

What others are saying:

"My wife and I played and went on to have a long conversation, on the topic after just a few questions, I was motivated to say, "I didn't know that", when she answered in a way I had not predicted. Imagine a simple game leading to knowing more about your spouse. What could be better? Robert Sinclair, Triple AAA." **Robert Sinclair Jr.** Triple AAA

““Great game. You can still uncover something you never knew about your other half- and have fun while doing so!” *Heather Turk, Las Vegas*

“Girls night out!! We played this game with a group of girlfriends during Happy Hour at Bandera’s in L.A. The whole bar got involved including the bartender and the waiters! The deck is full of super smart and surprising questions that help you to get to know yourself, your friends and others! What a fun game!! Many thanks ;)” ~ **J Victoria**