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STORYPLAY CARDS BY THINK-A-LOT TOYS A PLAYING CARD DECK FOR THE RIGHT-BRAIN

For Inventors, Artists, Storytellers, Designers & Big Picture Thinkers

Boulder, CO (July 2010) – Isn't it time for a deck of playing cards for the right side of the brain? Sure, regular playing cards will never go out of style but if a deck of playing cards came along that stimulated the right side of the brain, wouldn't you be intrigued? After all, some of the world's most creative people—Leonardo Da Vinci, Pablo Picasso, Walt Disney, and Thomas Edison—were likely right brained thinkers, and who wouldn't want to follow in their footsteps.



Every parent wants to prepare their child for the future. Daniel Pink, in his book “A Whole New Mind,” showed us why right brain-ers will rule the future. He describes how we are “moving from an economy and society build on the logical, linear, computerlike capabilities of the Information Age to an economy and a society built on the inventive, empathic, big-picture capabilities of what’s rising in its place, the Conceptual Age.” And the right side of the brain, which deals with emotions, artistry and context, is the lead actor in this play.

So what, you might ask? If you believe him, these right-brain-ers—artists, inventors, designers, storytellers, caregivers, consolors and big-picture thinkers—will soon “reap society’s richest rewards and share its greatest joys.” And if parents want such rewards for their child—and what parent wouldn't—they would find ways to support this development. After all, it might lead to their kid being happier, richer and more fulfilled.

For these parents, StoryPlay Cards is a right-brainer's dream. The card deck has 90 beautifully illustrated cards in 11 different categories (or colored suits). Some of the categories include People, Animals, Elements, Power, Love, and Food. There are 8 cards per suit, making 88 regular cards, plus two wild cards. It can be used like a typical deck of cards to play traditional card games such as Spoons, Poker, Match Up, War, etc. The right-brained twist is that instead of basing card games on numbers and only four colored suits, this card deck bases itself on letters and 11 colored suits, making a rainbow of colors and images.

StoryPlay Cards can also be used for storytelling. With 90 different images, the storytelling potential is immense. In addition, each card comes with its own short summary of its symbolism and a meaningful question to ponder, which us listed in the 48 page guidebook. So, if kids and families want to have a deeper conversation about life, all they have to do is lay out some or all

of the cards, pick one that they are attracted to, and then find out the hidden meaning in the cards. As more and more families seek meaningful interactions with their kids, having a simple, engaging tool to do so is not only a right-brainer, it's a no brainer.

Think-a-lot Toys decided to make a versatile deck of cards because research showed that the top four answers, by kids, to the question, "What makes a good toy?" were 1) it makes me use my imagination; 2) it has many different ways to play; 3) it makes me want to invent a toy myself, and 4) it does not break easily. StoryPlay Cards fit all four requirements. In addition, Reyne Rice, Toy Industry Association's toy trend specialist said that the four toy trends for 2010 are games that promote: 1) active play, including active imagination and active intelligence; 2) accessibility, meaning games that are small and portable; 3) affordable games under \$25; and 4) aspirational games that empower young people to think and play in ways that positively influence their emotional and intellectual development. StoryPlay Cards can appeal to kids and adults for all the reasons listed above.

StoryPlay Cards has already received acclaim in its early release. Internationally renowned storyteller and author Laura Simms says, "Imagination is essential. It keeps alive our access to embodied compassion, inner reflection and delight. In these times of dependence on digital communication, StoryPlay Cards are a gorgeous and stimulating way to enliven imagination, make meaning, and drench ourselves and/or our children in the visceral delight of sharing our stories." One mother says, "StoryPlay Cards encourages creativity and imagination and takes traditional card games to a whole new level."

Western society has been dominated for nearly a century by a narrowly reductive and deeply analytical form of thinking that is beginning to shift. The age of high concept (think artistic and emotional beauty) and high touch (think empathy and deeper connection) is coming—and StoryPlay Cards seem a wonderful way of supporting this shift.

StoryPlay Cards by Think-a-lot Toys will be available at stores nationwide in late August and will have a suggested retail price of \$19.99. They are recommended for kids 8 and up.

About Think-a-Lot Toys

Think-a-lot Toys is a socially responsible toy company that makes the award-winning Think-ets games of imaginative play. The company was founded in 2007 and now has twelve products in its line of "toys and games that make you think" including StoryPlay Cards and The Insight Story Card Set, for adults and young adults.

Our mission is to create open-ended toys and games that provide entertainment, joy, and learning while stimulating imagination, memory and interpersonal and intrapersonal intelligence. Think-a-lot Toys products are available nationally at specialty toy retailers, and book, gift, museum, and general stores all across the country including large outlets such as: Amazon.com, ToysRUs, Sears.com, Geppetto's, ThinkGeek and Xtreme Geek. Their Think-ets line is assembled in the USA by people with developmental disabilities.

For more information, call Think-a-lot Toys at 303-449-2737 or visit their website at www.think-a-lot.com.

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