

More retailers interested in new game

BY LIZ COWAN
THE NUGGET

THINGS are rolling for three North Bay natives who developed a new game that guarantees a lot of laughs.

THINGS...Humour in a Box, was on display in January at the annual Toy and Hobby Fair in Toronto and has been picked up by 12 independent retailers in southern Ontario.

"Our booth attracted a lot of attention," said Mark Sherry, who along with brothers Tom and Ted Quinn, took the game from the idea stage to retail shelves.

"We are starting to build the retail side but we don't want to do too much too fast," he said.

They were also approached by a European company interested in licensing the game in different languages and a major Canadian book store has also expressed interest.

"We are going to keep going from retailer to retailer right now," Sherry said.

"That way, we can control the quality of the game, like the wooden box (it is packaged in)."

Inside the box, players will find dice, pencils, a pad for writing down answers and cards that contain about 300 topics.

The topics all begin with the word things and include what someone should or shouldn't say and do in certain situations.

All the topics, which include things you shouldn't say to your grandmother and things you would do if you were invisible for a day, are suitable for all ages.

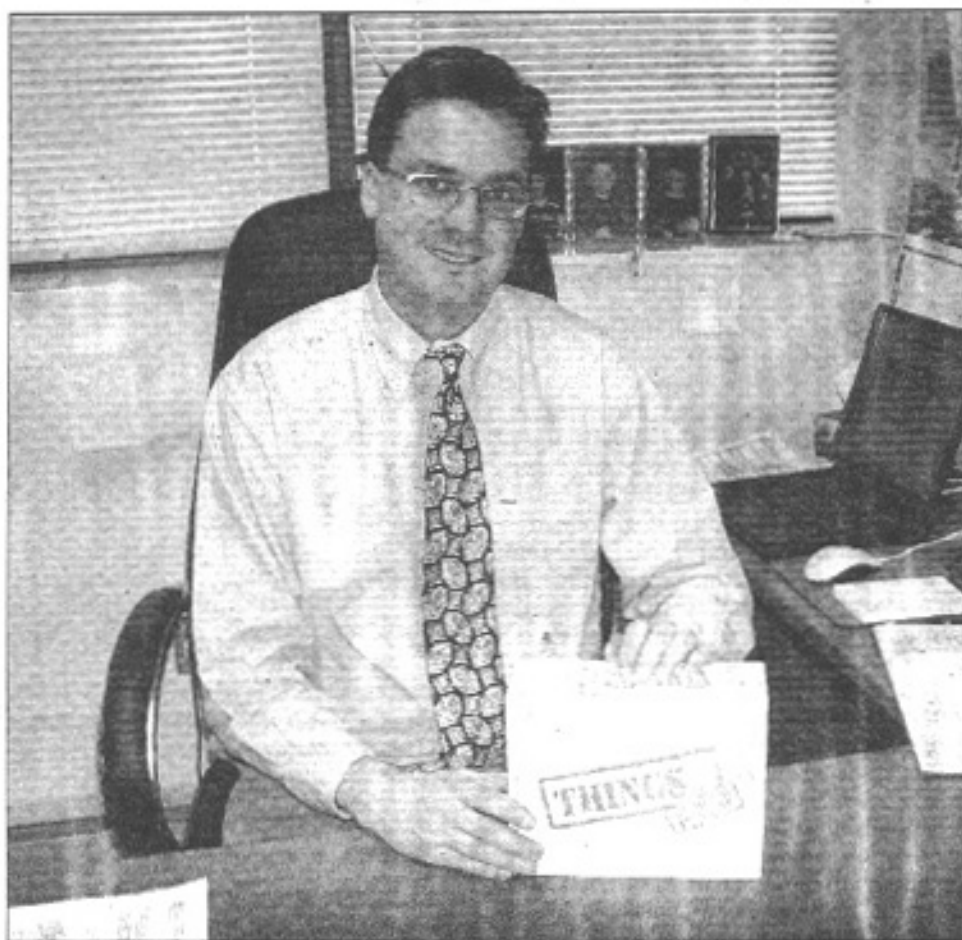
"The game is pretty simple to play and doesn't take forever to learn," Sherry said. "It's also timeless and there are no right or wrong answers."

After being selected by the highest roll of the dice, a reader picks a topic card and reads it aloud. All players write their responses and put it in a box.

The reader reads each out aloud and players try to guess who wrote the response.

The player who is guessed correctly is eliminated from the round.

"The topics really make the game,"



Mark Sherry, who along with brothers Tom and Ted Quinn, took the game Things... Humour in a Box, from the idea stage to retail shelves.

Liz Cowan Photo

Sherry said. "We came up with a list of 5,000 and then narrowed it down to about 300."

Since the three creators don't live in the same community, the topics were circulated by e-mail.

"We have been playing this game for about 10 years," he said. "It's amazing what comes out of your head."

The game was launched last December at Gulliver's Quality Books and Toys in North Bay and so far close to 70 have been sold there.

"We have received great feedback," he said. "Our game outsold any other at the

store."

It is also available at Matt-Lyn Games in Sudbury and online at www.things-thegame.com.

Future plans include a promotion at the Muskoka Store on the May long weekend.

"It's a great cottage game so we are going to set up a booth that weekend at the store," Sherry said.

Radio promotions and playing the game on air are also in the works.

"We initially had 530 games made and we are close to selling those out," he said. "We knew right from the beginning the game would work."