POOPYHEAD, THE GAME WHERE #2 ALWAYS WINS!


Snohomish, WA (April 28, 2016) – Is it the wall-to-wall coverage of the Presidential elections or has everyone recently lowered their standards of decorum? Coincidence or not, the buzz in the toy world is a new game that most parents would not let their children say aloud – until now! **Poopyhead ($16.99)** is a hilarious game of cards where being #1 requires “doo” diligence in #2! This up-until-now taboo theme is getting a lot of attention from retailers and families.

Already a big seller online at Target, Toys R Us and Amazon, expect to see shelves full of Poopyhead at Barnes and Noble, Books-A-Million and Hastings. Toy reps report endless independent and specialty stores have signed up for deliveries. It’s no wonder with the thought of poopy (human and four-legged family-member variety) on everyone’s minds. It’s just not typically spoken aloud beyond the age of five.

Grownups may say excrement, cow chips or manure but it all boils down to poopy and admit it, everyone does it! So why not make a game of it? Some who have played the game have actually found it to be a teaching tool for kids (see below!).

The game includes five headbands (elastic bands with a brown pile resembling #2), thus the name Poopyhead, that players will eventually wear once they lose a round. Kids, parents, grandparents and especially teens were able to stop laughing just long enough to continue another round! After five rounds, the player with the most piles atop their head is the game loser.

In the last few weeks, moms that purchased the game must have been peeing in their pants as their amazon.com reviews were laugh-out-loud funny!

*What kid doesn't love poop? It's generally the topic of conversation between my boys. Poop, poop, poop. They were pretty stoked when I purchased this game and presented it to them. Once they contained their laughter, approximately 13 days later, they were ready to take the "plunge" (pun intended). The entire time the game was played there was laughter. I mean, we were literally sitting there with POOP on our heads. I think one of the dogs might have called the psych ward on us. It's a fun game with lots of laughter and you don't want to miss out on it.*

Some children have been saying Poopyhead as a term of endearment!
Our 5-year-old daughter, unfortunately, is obsessed with POOP! Yep, I said it. She calls everyone Poopyhead as a term of endearment, has farting contests with her big brother, and WINS, and talks incessantly about poop. So when I came across this game: Poopyhead Card Game - The Game Where Number 2 Always Wins! I bought it immediately.

Yes, I did see that the game is geared towards ages 6 and up, but although our daughter is Poop obsessed, she is also surprisingly mature for age. But seriously now, this game is FUN!

If you are having a bad day, need a little or a lot of laughs, or just want to have a ton of fun, the minute you put on Poopy Headbands, you'll be laughing your ... errr... butt off. No joke :) And, it comes with a Whoopie Cushion!! How cool is that?! I hadn't got to play with a Whoopie Cushion since I was in elementary school, but now I can play it whenever I want.

Believe it or not, several parents commented on Poopyhead's educational aspects!

Funny game, in a weird way, almost an educational way to remind us of the process of going to the bathroom. The important parts and the correct order to do them in. Hahahaah!

I love this. I wanted to add the brilliance of them adding the washing hands part. So a learning tool as well.

To take the concept to the next level, parent company Identity Games created an App, of course! Now grownups and kids can play Poopyhead virtually with friends or solo. Download the free App from iTunes for both iOS and Android gadgets. Share the goofy poo pile on Facebook or Twitter, if you dare!

Still not sure if you can add Poopyhead to your toy box? Click on the YouTube video by Identity Games -- www.youtube.com/watch?v=hiF-KUuFlqI -- and be prepared to be persuaded.

Then discover the many YouTube videos uploaded by parents and teens! The silliness is infectious. This particular homemade video was seen by over 547,000 folks since late March 2016!

Poopyhead Card Game • Ages 6+ • $16.99
Players lay cards on the pile in the right colors and sequence: toilet, poo, wipe and wash hands. As soon as a player is unable to play a card, they squeeze the whoopie cushion to end the round. The player with the most cards left must place a pile of poop headband on his/her hair. After 5 rounds, the player with the most piles loses the game. But, when it comes to laughter, everyone's a winner! Game includes 5 poopy headbands, a traditional whoopie cushion, 48 sequence cards plus instructions.

Everyone agrees, playing this game is as easy as going to the toilet. But with guaranteed laughter! Follow fans of Poopyhead and all Identity Games on social media outlets Facebook, Twitter and YouTube.

ABOUT IDENTITY GAMES
Identity Games has been developing innovative fun for both the corporate and consumer markets for 20 years. The Dutch company was founded in 1992 to make creative and educational games for every business, family and market while exceeding customer expectations by delivering high quality games at the best possible prices. From 2006 through 2013 Identity Games won several awards in The Netherlands, Europe and the US. Most recently, Identity Games USA, a division of Identity Games, acquired the Find IT® games brand. Also on their current toy shelf are Miffy Hide and Seek, Tiny World Wildlife, Tiny World Dino, Poopyhead, Boom Boom Balloon and Escape Room the game. Look for Identity Games in Walmart, Target, Toys R Us and online at amazon.com. To find a store, click on their website, www.IdentityGames.com.