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For Immediate Release

"If You Had To Choose...?"TM A Thinking Person's Game

Toronto: **If you had to choose...would you rather (A) always be incredibly rich but never meet the person of your dreams, or (B) never make more than minimum wage your whole life but you will find true love?**

If you had to choose...would you rather (A) be breathtakingly beautiful but have to go to prison for five years, or (B) always be plain looking but never have to go to jail?

If you had to choose...would you rather (A) always have tons and tons of sex but it's *never* better than mediocre, or (B) never have sex more than twice a year for your entire life but both times are mind blowing on-the-floor euphoric?

If You Had To Choose...? A FANTASY GAME ABOUT PRIORITIESTM created by Susan Morry of CHOOSE GAMES, INC. is a party game for ages 16 and up that questions people about their priorities but does so in a fun fantasy-based way. The game was launched last Christmas 2004 and almost 500 games were sold in twelve days suggesting it must have really struck a chord with consumers. Since then **approximately 5,000 games have been sold in just a few months** indicating that the game might be on it's way to becoming a new "hit" Canadian board game. **It is now available in all Chapters.Indigo stores across Canada, Calendar Club and the Bay and Zellers** as well as several medium sized chains such as Mind games and Game Trek. Also, **the Toronto International Film Festival (through Rogers cable TV) recently selected If You Had To Choose...? as their feature game to be placed in 252 Celebrity Loot Bags.** The company has also just succeeded in **breaking into the U.S.** and is currently on a few American online sites that include **Toysrus.com, Boardgamesusa.com** and **Etoys.com.**

CHOOSE GAMES, INC. wasn't anticipating such a successful launch. The Company believes that this early success is due to the fact that *the game has tapped into something that consumers are really looking for at this time.* **If You Had To Choose...? A FANTASY GAME ABOUT PRIORITIESTM** is a **game for the millennium as it really makes you think.** People today, in the world's somewhat frightening social climate where the threat of terrorism is rampant, *are searching for more depth and meaning in their lives.* **If You Had To Choose...?** is a game that helps people discover what's really important to them and to others. It's unique because it's a *reflective and interactive game that makes people question their priorities in life* by asking provocative questions having to do with love, money, sexuality, relationships, spirituality, etc. The game does this, though, in a fun and humourous way, *using fantasy which allows people to enter into totally imaginary situations.* People want to escape their everyday lives and **If You Had To Choose...?** lets them. It is, the Company believes, *this marriage between soul-searching intellectual introspection and fantasy-based humour* that makes the game a winner.

Another reason for the game's instant success is that people, in today's precarious times seem to want to stay at home more, reach out and interact with each other. **If You Had To Choose...?** with it's extremely personal emphasis, satisfies this *current need to cocoon* by allowing people to really connect more themselves and others, Players will predict (by betting with chips) how others will answer and then attempt to persuade them to change their minds in intense discussions. *Players, through, answering, predicting, persuading and discussing will have eye-opening revelations about themselves and others and also have a lot of fun in the process.*

The graphics used for **If You Had To Choose...?** also attempt to express essence of the game. Michelangelo's Adam asking Botticelli's Venus a question about love versus money *reflects the timelessness and universality of these questions*...suggesting that they've been asked since the beginning of time and will continue to be asked. Also the spiritual aesthetic beauty of the High Renaissance art is supposed to convey that *ultimately the game is about the searching of one's soul*. At the same time by situating the figures on a slab of grass and having them ask this question in cartoon bubbles is an influence from Monty Python and hopefully conveys the *whimsical humorous element* of the game. As was said, earlier, the Company believes that it's this combination of an eternal beauty and depth with a light hearted style that has ignited this keen interest from the public.

The game has also received an abundant amount of publicity and praise. Details about the game and it's journey to fruition have been featured in the National Post, Metro, on City TV and on CBC and CFRB Radio. After the game was played on **CBC Radio's HERE AND NOW**, the producer for the show, Mark O'Neill wrote the Company and said, **"I'm writing to thank you for letting HERE & NOW use elements of your game on a recent program. We got a great deal of positive response and have directed many listeners to your web site. In fact, the reaction was so good I'd like to recommend to our CBC Radio colleagues at local and regional shows across the country that they do something similar...I played the game with some friends over the weekend and they thought it was lots of fun."** Mark O'Neill, H&N Producer, CBC Radio, Toronto January, 2005.

Susan Morry, the creator of **If You Had To Choose...?** said the idea for the game came to her when she was younger as she was always asking her friends, "Would you rather this or would you rather that?" Then, as a high school teacher English teacher, she would use those questions as journal topics and was amazed at how they generated so much discussion with the students. She then realized that this would make a great game as *people never seem to tire of obsessing over three topics: love, money and sex*. Morry then proceeded to write over 700 questions and...**If You Had To Choose...?** was born. She explains that it's taken years to obtain funding for the venture, and that she has encountered several obstacles and hurdles along the way. But Morry's extreme passion and belief in her product caused her to persevere and finally launch the game. She hopes that her tenacity is an inspiration to others pursuing a dream.

As well as continuing to move into the U.S., the Company also hope to expand into Europe and beyond by translating the game into other languages as *the questions in the game are universal and seem to cross the boundaries of country and culture*. To assist in this process, the company has joined forces with the North American distributor **Northbridge Trading, Inc.** headed by Dirk Fischer who said he agreed to distribute **If You Had To Choose...?** because he believes *"the game is a classic"*.

The Company also hopes to expand the product line by creating a **family version** of the game. Also what's on the horizon is using the game's questions in other formats such a **chat room to be licensed to internet dating sites** such as Match.com or Jdate.com to test potential mates' compatibility. Also, the game seems like it could work quite well as a **TV reality game show**, having singles/couples (real people/celebrities) ask each other the questions. Furthermore, the Company hopes that someday, the title, **If You Had To Choose...?** combined with the game's questions will become a "household name" by incorporating them onto calendars, travelogue books, t-shirts, greeting cards, etc.

If You Had To Choose...? A FANTASY GAME ABOUT PRIORITIES, as recent success has demonstrated, appears to be a game that is significant for our time. **CHOOSE GAMES, INC.**, therefore is excited and ready to continue launching it...to the world!

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