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American International Toy Fair features new board game that celebrates women's lives, achievements

***EVE's Quest* duo prove that 'girls got game'**

New York, NY – **The Annual American International Toy Fair** is just around the corner, with plenty of new and innovative creations on offer. From February 12-15, more than 1500 toy creators from around the world will be promoting their inventions to prospective buyers, distributors and other game aficionados at New York City's Jacob K. Javits Convention Center.

Joanna Broadhurst and Odette McCarthy will be among the many presenters at the fair, but with something special on offer: the only trivia-based board game in existence with an exclusive focus on women.

Just when you thought board games were starting to become, well, boring, along comes something new to spice up the genre once again.

Joanna Broadhurst and Odette McCarthy were restless with the usual board game fare, and so they decided to create for themselves a game they'd enjoy playing. At the same time they noticed a lack of women's voices and accomplishments in the standard board games available, so they decided to reinvigorate the market simply by adding women's voices to the mix.

The result is *EVE's Quest*, a new genre of board game that involves charades, drawing, singing, intuition challenges, and of course, the all-time favourite, trivia questions, while at the same time celebrating women's contributions to culture, science, history and much more.

"We noticed that women's issues and accomplishments were missing from many of the popular trivia or charades-type games available on the market," says game creator Broadhurst. "Such a small, almost invisible percentage of questions or activities ever relate to women's lives. We decided to change that by making women the focus."

Just when you thought you knew everything about women...

While *EVE's Quest* celebrates women in all their diversity, the game is designed for everyone – men and women -- from ages 14 to 114. Players (as teams or individuals) move around a brightly coloured circular board adorned with different letters. The object of the game is to earn enough letters to spell out one of 5 worthy titles: Mother, Sister, Diva, Woman, Goddess.

“Players have to answer a trivia question or engage in an activity, depending on the category they land on and the card they draw,” says game co-founder, McCarthy. “The questions and challenges draw on popular culture (movies, songs, TV), history, literature, media and more – encompassing a broad range of issues and topics – so that the game is intended for everyone and no one type of player can dominate the game.”

And while *EVE's Quest* has plenty of American content, it is not US-specific, drawing on a wealth of North American and international female facts and figures as well.

For example, if a player draws a “Radical Rebels” card, they may have to answer a trivia question about US activist and author Angela Davis, or French martyr and Catholic Saint, Joan of Arc, or German alternative musician Nina Hagen. An “In the News” card may mean answering questions about the first female director to win a Palme D’Or at the Cannes Film Festival (New Zealander, Jane Campion), or involve matching leading international female sports players with their sports.

Drawing an “I am” card might mean having to act out object categories, such as high-heeled shoes, a garter belt or tweezers. While a “Dare I Draw/Dare I Sing” card may mean belting out a Joni Mitchell tune or doodling a sketch of Roseanne Barr.

Girls Got Game

Broadhurst and McCarthy are modelled on girl power themselves, having conceived of the game while they were both on a maternity leave from their jobs as a social worker and program coordinator in international development. “We spent countless hours researching all there is to know about women’s accomplishments around the world. There was no shortage of material to work from,” says Broadhurst.

They also had to research the board game market while they were at it, and assess their market prospects and avenues of funding. “It was a challenge, but one that we were prepared for. We knew that this game deserved to exist, and it has been exhilarating to hear how much fun people are having playing *EVE's Quest*,” says McCarthy.

Creators donate to charity

EVE's Quest is available just in time for International Women’s Day (March 8) – and also offers the consumer something a little extra. Leading women’s health charities will receive a donation for every game sold in the US. “We felt it important to give something back to the community,” says Broadhurst. “We wanted to celebrate women’s lives, but help organizations that improve women’s lives as well.”

***EVE's Quest* makes its mark north of the border**

EVE's Quest has already become a hot item north of the border. Canadian consumers bought more than 1000 copies of *EVE's Quest* in less than 3 months of its being on the market in a wide selection of quality games and book stores. February 2006 marks the launch of *EVE's Quest* in the US, where it is sure to become another board game classic.

For more information on EVE's Quest, visit: www.evesquest.com

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