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KIDS ADORE PUTTING THE FOCUS ON GROSS OBJECTS SO FIND IT® GAMES MADE IT A THEME

*Broccoli, Bad Breath and Boogers Are On The Newest Find It List
Making Kids Smile And Parents Squirm*

Snohomish, WA (March 11, 2016) – Anyone who deals with tots deals with some unpleasant adventures – stinky diapers, spit up and missed toilet rims. Eww, Gross! It may not be something grownups talk about but kids are fascinated with gross subjects. And that’s a good thing, according to the toy makers at Find It® Games. They proudly announce their launch of the “Eww Gross” version (\$19.99) where kids get their “gross fix” without wires, screens, or batteries.

What exactly is a Find It® Game? Part game, part gift, parent company Identity Games calls it a “contained adventure.” It’s a portable treasure hunt that you can take with you in the car, to the classroom, grandma’s house, or just keep out in your room/office.

In every version of the Find It® game, you will find brightly colored pellets plus 40 or so small items that follow a specific theme. The items are listed on top of the game for easy reference. Some are easy to find; others a bit harder. Twist, spin, shake or tap the filled container to spot the hidden items - in alphabetical order, smallest to largest, fastest to slowest, etc. It sounds easy, but it’s a challenge for any age - there are so many ways to play a Find It® Game!

In “Eww Gross”, the focus is on everyday items that spark a reaction of disgust. Then again, kids love discussing the attributes of smelly sneakers or farts (the letters F, A, R, T are hidden in this new game)!

Not so much with broccoli or fish bones but they may still elicit an “eww!” Parents may not appreciate all of the yucky words – dandruff, earwax or eyeballs – but there is an educational component, just don’t tell the kids!



The gross nature of the game grabs kids’ attention. Once engaged in the treasure hunt, they can spend hours trying to find all of the items and comparing them with the checklist on top. That’s called focus! And teachers, counselors, therapists, and other professionals have been touting the benefits of the Find It® game in promoting better attention spans in both kids and adults.

To that end, Identity Games has created a Focus & Concentration campaign to promote better attention spans for kids through play. Now more than ever, children struggle with issues surrounding focus, concentration and attention. There are over 6.5 million children currently diagnosed with ADD/ADHD, and the waiting list for medical diagnosis is almost as large. Blame the prevalence of digital gadgets or the rise in social contact.

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.