



## **Dr. Toy Plays Civil!** **Civil Lore!™ Wins Dr. Toy's Best Products Award 2007**

La Jolla, Ca. - June 25<sup>th</sup>, 2007 – Evolving Toys, LLC is proud to announce that Civil Lore!™ – The Game of American Culture has been awarded the prestigious Dr. Toy's Best Products Award 2007. Stevanne Auerbach, Ph.D (a.k.a. Dr. Toy) is one of the world's preeminent authorities on play, toys and children's products, who for over fifteen years has sought out the best toys and games in the nation for recognition in her widely publicized awards program. Inclusion of Civil Lore!™ – The Game of American Culture marks one of the few times in the program's history that a product specifically designed for ages 12+ has received an award.

"Civil Lore!™ is a smart knowledge game best played by families with teens, and as such does not fit into dominant toy and game marketing demographics," said Geoffrey Moran, President of Evolving Toys. "We are therefore doubly honored to have received Dr. Toy's Best Products Award, because we feel that Stevanne and her team recognized this game's unique market contribution – namely a fun yet challenging 12+ family product that fosters positive civic ideals and facilitates wholesome knowledge sharing across generations."

Civil Lore!™ – The Game of American Culture is the award-winning Americana trivia game where families "battle" to win the board by using their knowledge of America's most entertaining cultural lore. Players stake flags that others try to jump across the board and topple by risking extra-tough Cannon Fodder cards. Six imaginative categories contain over 2,000 family-friendly questions about folk heroes, tall tales, urban legends, native American mythology, roadside attractions, amazing oddities, national parks, UFO sightings, sci-fi snippets and many other varieties of fascinating cultural lore.

"In my mind the leading benefit of Civil Lore!™ is that it rekindles the American tradition of civility, while also proving the old adage that two heads are better than one when families play in teams," Geoffrey Moran elaborated. "The game stimulates wonder about the people, places and events behind the questions and forges connection between players. We're delighted to be recognized amongst such leading manufacturers as University Games, ThinkFun, GameWright and Blue Orange Games as a Dr. Toy's Best Products Award Winner. "

Receipt of Dr. Toy's Best Products Award 2007 comes on the heels of the game's recognition at Games Expo 2007, where Civil Lore!™ was named a Top Ten Family Game by *TDMonthly Magazine* and topped the Toy Man's Top Ten List of all games at the same show.

### **About Dr. Toy's Best Products Award**

Dr. Toy's Awards Program was developed by noted child development authority, Stevanne Auerbach, Ph.D. as a service to consumers who wish to purchase safe, developmentally appropriate, high-quality children's products. The awards list is available on Dr. Toy's Guide at [www.drtoy.com](http://www.drtoy.com) or by mailing a request for a free hard copy (with SASE) to Dr. Toy, Institute for Childhood Resources, 268 Bush Street, San Francisco, CA 94104.

### **About Evolving Toys, LLC**

Evolving Toys™ combines sharp insights, fresh design and cool technology to create new kinds of fun. We recognize that creativity isn't linear and great products aren't the sum of their parts. With this in mind we strive to create toys and games that distinctively embody the values of innovation, education and play.

For more information please visit [playcivil.com](http://playcivil.com) and/or contact:

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## COMPANY BACKGROUNDER

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### **Geoffrey Moran, Founder & President**

Geoff has built his experience in progressive organizations. He served as an eBusiness Project Manager for TH!NK (Ford Motor Company's electric car brand), and as a Producer for the Ideas Group, where he managed projects for the Children's Discovery Museum of San Jose, the Women's Financial Network, the Software Development Forum of Silicon Valley, iBeam Broadcasting and others. He has also worked as a Publications Specialist for the American Bar Association's Presidential Administration Office & ABA Special Committee on the Drug Crisis, as a Research Assistant at the Smithsonian's Woodrow Wilson International Center for Scholars and in the Offices of former U.S. House of Representatives Majority Leader Richard Gephardt.

Geoff holds an MA in Philosophy from the University of British Columbia, where he received a University Graduate Fellowship and residency at Green College while studying the philosophy of science. He began his graduate training in Canada as the recipient of a United States Fulbright Fellowship in applied ethics and sociology and has lectured in undergraduate ethics courses. He received his BA in Philosophy and English from George Mason University and studied his junior year abroad at the University of Glasgow, Scotland.

Geoff spent his teenage years in Bristol, Virginia - the Birthplace of Country Music - and is originally from Springfield, Missouri - Gateway to Ozark Mountain Country.

### **Kim Treffinger, Founder**

Kim is an award-winning fine artist. She has received wide recognition for her digital painting techniques and is known for passion and success across a range of mediums. Kim was recently featured on Home and Garden TV's *Crafters Coast to Coast* and exhibits in many California venues such as: San Dieguito Art Guild, 101 Artists Colony, San Diego Watercolor Society, Encinitas Arts Alive, Rancho Santa Fe Library, Quail Botanical Gardens and others. Her work can be viewed at [treffingerstudio.com](http://treffingerstudio.com)

Kim is past VP of Programs for the San Dieguito Art Guild, Board Member of the Professional Photographers of San Diego County and member of the Professional Photographers of America. She holds a Bachelor degree in Design from the University of California, Davis, has taught Art in the San Diego school system and lives in North County San Diego with her two children.

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Please visit [playcivil.com](http://playcivil.com) for more information about Evolving Toys, LLC and Civil Lore!™ – The Game of American Culture or contact:

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Why Civil Lore!™ plays in the:

## FAMILY GAMES CATEGORY (12+)

**Grab Bag of Americana.** Whereas mass trivia games have trended toward recitation of commercialized pop-culture, Civil Lore!™ is out to prove that longer lasting, richer and more rewarding themes in American history, literature & folklore provide an equally entertaining experience. Six imaginative cultural categories contain over 2,000 questions about folk heroes, tall tales, urban legends, native American mythology, roadside attractions, amazing oddities, national parks, UFO sightings, sci-fi snippets and many other varieties of fascinating cultural lore.



Civil Lore!™ works in a family play environment because it:

**Rekindles Civility.** We could all use a little more civility. Civil Lore!™ requires that players slowly read thoughtful questions to one another. This is no small feat. Speaking what you read to another in front of a group demands attentiveness and charity. Civil Lore!™ is actually a wonderful primer for public speaking, since it requires participants to scan for sentence structure, speak slowly and enunciate clearly, all in a nurturing family/group environment. Intriguing and culturally diverse content adds to the charitable dimensions of the game.

**Rewards Team Play.** Well-crafted, challenging questions with a variety of context clues prove the old adage that two heads are better than one. Civil Lore!™ rewards team play through the power of group reasoning and by drawing on the diverse cultural, regional and generational background/interests of team members. Cross-generational teams do best. Fathers/Sons, Mothers/Daughters, Grandmothers/Grandsons, Uncles/Nieces, Husbands/Wives and Brothers/Sisters are all combinations that serve to strengthen a team's disposition toward the game's imaginative cultural categories.

**Stimulates Wonder.** Players often want to learn more about the people, places and events behind the questions. The first resource is family members. Although family members may not have ready answers to overtly historical or regional queries, the game provides many opportunities to share personal histories as they relate to wider American traditions, customs, beliefs, places, events and so forth. This furthers the function of lore generally, which is the *oral transmission* of collected wisdom and knowledge.

**Forges Connection.** Never before have our nation's families and citizens been more geographically mobile, time-deprived, technologically overloaded and hungry for human connection. Civil Lore!™ lets players explore a treasury of wholesome Americana that strengthens shared ties and sense of place while also celebrating diversity.

**Gifting Quality.** Civil Lore!™ mixes intriguing content, engaging strategy and gorgeous components. The game's fun style of patriotism, nostalgia, sophistication and overall quality make it a wonderful 'gift game' for members of one's own family or for others.



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