

For Immediate Release



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YOUNG CHILDREN'S BOARD GAME "RULE CRAZY" WINS DR. TOY'S 20 BEST GIFTS OF 2017 AWARD

With the holiday shopping season in full swing, the award-winning children's board game is the perfect quick gift to make parents and kids very happy

LOS ANGELES, Calif., December 18, 2017 – Children's board game [Rule Crazy™, Starter Edition](#) by P.F. Shaggy™ is among Dr. Toy's 20 Best Gifts of 2017. Designed for children ages 5-8 (grades K-2) Rule Crazy helps children build sentence-reading skills thanks to the irresistible appeal of outrageous vocabulary and imagery such as burping, nose-picking and tooting. However, the game incorporates much more legitimate vocabulary, including 72 sight words to help children master those more challenging, frequently-used words in early reading materials.

Dr. Toy's Top 20 List is curated by Dr. Stevanne Auerbach, PhD, aka, Dr. Toy. She is one of the world's leading experts on play, toys and children's products. Utilizing a comprehensive set of criteria, Dr. Toy evaluates educationally-oriented, developmental and skill building products from the best large and small toy companies in her annual award programs.

The recognition is among other industry accolades Rule Crazy has earned in its first two years, including: Dr. Toy's 100 Best Children's Products, The National Parenting Center Seal of Approval, Family Choice Award, Parents' Choice Approved Award, PAL Award and the Tillywig Toy Award (Brain Child).

"We are honored to receive this award from such a respected voice in early childhood development. This is further proof that there is merit in creating a reading game for children that is both incredibly fun as well as educational," commented P.F. Shaggy founder, Shahin Orci. Sabrina Orci, grade school daughter and Rule Crazy co-inventor, playfully added, "As the CFO (Chief Fun Officer), I coached my dad on how to make this reading game really crazy and catchy for kids. I'm glad he listened!"

More About The Game

In Rule Crazy, kids create silly sentences (crazy rules) from cards in the game tray. Mystery Cards, at the back of the tray, offer alternative word choices to change up their sentences. After sharing completed sentences and having a good laugh, children move their tokens forward toward the Win space. For added excitement, Wild Cards turn up randomly to move players ahead and back.

Shahin Orci, and his 6-year-old daughter Sabrina created Rule Crazy because they were challenged to find hilarious games on the retail shelf suitable for 5 and 6-year-olds trying to build their reading confidence. There was a gap there, and they realized that other families were also searching.

About P.F. Shaggy

P.F. Shaggy is a proud publisher of quality children's educational games. The team loves inspiring kids to engage, laugh and learn. By design, all P.F. Shaggy products are thoughtfully crafted to connect with laughter, warmth and that special human touch.

For more information and where to purchase Rule Crazy visit <http://www.rulecrazy.com>.

To become part of the conversation connect with Rule Crazy on Instagram at <https://www.instagram.com/rulecrazy> and follow P.F. Shaggy on Twitter at twitter @PFShaggy.

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