**Press Release**

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**FOR IMMEDIATE RELEASE**

**July 27, 2022**

**Source: Name the Worst**

**Chicago, Illinois, USA**

**Name the worst headline for a press release.**

**July 27, 2022** - There’s a new card game coming to Kickstarter and it’s the worst. Literally. Name the Worst is an exciting and off-beat entry into the expanding world of party games. The premise is simple. One person reads a prompt like “Name the worst thing to find in a ball pit.” And then the rest of the players use their creativity to build the *worst answe*r from their hand of random words and bonus cards. Players might create answers like Raw Chicken, Toxic Cooties, or My Never-Ending Nightmares. The best of the worst wins.

The game is the brainchild of the Greenfield family – parents Faron and Emily, and children Liv and Sophia. The Greenfields didn’t set out to create a card game, but instead found inspiration in a random dinner conversation one night.

“We were sitting around the table talking about the typical words that people don’t like. My daughters offered up “moist” and “phlegm”. I replied, ‘Worst Restaurant Ever’ and the idea for the game was born,” said Faron Greenfield.

That was more than a year ago and the Greenfield family has been thinking about the worst things ever since.

They started the game on a smaller scale with just a couple dozen prompts and few hundred words for playtesting. Everybody pitched in with suggestions. Sometimes it was a spur-of-the-moment epiphany and other times, words they saw or heard in their daily lives made their way into the game. Even road trips were an opportunity to brainstorm, especially when “I spy...” had been played ad nauseam.

Given its creators were a family, they wanted it to be a family-friendly game, and made sure the prompts and the words were all PG. The Greenfield family hopes a successful launch on Kickstarter will provide a solid proof-of-concept and allow them to produce a small initial run of the games for continued online and retail sales.

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