

# Looney Labs Media Fact Sheet

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## Media contacts

**Kristin Looney**  
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## Company and Founder Info

Looney Labs, Inc.

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## Why People Love our Games

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## Licensed Brands

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**LOONEY  
LABS**

# Game design isn't rocket science but we use NASA engineers anyway

Welcome to you, our media friends! We know that you're in a hurry, so let's jump straight into the important Questions and Answers. If you're in a BIG hurry, or just like bullet lists, turn this sheet over for similar information in bulletized form.

- Q:** Who's your media contact? **A:** Kristin Looney (media@looneylabs.com, 301-441-1019). Contact her to arrange interviews, request review product, or to hear more about the company.
- Q:** Is "Looney" really your last name? **A:** Yes, Andrew's last name is really "Looney." So is Kristin's, but that was her choice when she married Andy over 25 years ago.
- Q:** Are you serious about the whole NASA thing? **A:** Absolutely! Kristin spent her first 15 years after college working as an Electronics Engineer at NASA and an IT Manager in the aerospace industry. Meanwhile, Andy worked as an engineer at NASA, and actually wrote software that flew in space. So yes, we're really rocket scientists.
- Q:** What games do you make? **A:** Most people know us for the award-winning Fluxx line of card games. We have over a dozen versions and they have been translated into almost a dozen languages. We also make other exciting card games that are great for families, like Just Desserts, Chrononauts, and Mad Libs: The Game, and our pyramid games are now a boxed set called Pyramid Arcade. Visit our website (looneylabs.com) to see the complete list.
- Q:** You've sold a lot of Fluxx? **A:** Well over two million copies and counting! Fluxx is the card game of ever-changing rules. Due of the nature of the game, Fluxx has a very high replay value because it never plays the same way twice.
- Q:** You mentioned awards. Which ones did you win? **A:** Fluxx and Zendo both won the prestigious Mensa Select award. Treehouse was awarded the Origins Award for Best Board Game. Zombie Fluxx and Chrononauts both received the Origins Award for Best Traditional Card Game and we've received numerous other Origins award nominations (that's the game industry's equivalent of an Academy Award nomination -- it's a big thing by itself), five listings in the prestigious Games Magazine "Games 100" list, and a pair of Parent's Choice Silver Honors.
- Q:** Where can my readers find Looney Lab Games? **A:** Our games are sold by hobby game stores throughout the country! Please include this statement in your reporting: Look for Looney Labs Games at your Local Neighborhood Game Store - find a store near you at <http://roster.looneylabs.com>
- Q:** Are your games really made in the USA? **A:** Yes! All of our card games are made in Battle Creek, Michigan. Even better, all of our packaging is 100% recycled material with 35% post-consumer waste. We did recently have to move our molded pyramid production from Baltimore MD to China.
- Q:** Anything else to make my readers say 'wow'? **A:** Hmm... well, there's the whole NASA thing, but you already heard about that. When Kristin was 16, she appeared on the national TV show That's Incredible, where she solved a Rubik's Cube in 35.50 seconds. And Andrew wrote a novel, where he described an addictive game that used pyramids for pieces. That imaginary game ultimately became the real-life games Treehouse and Icehouse.
- Let us know what questions we can answer for you!**