

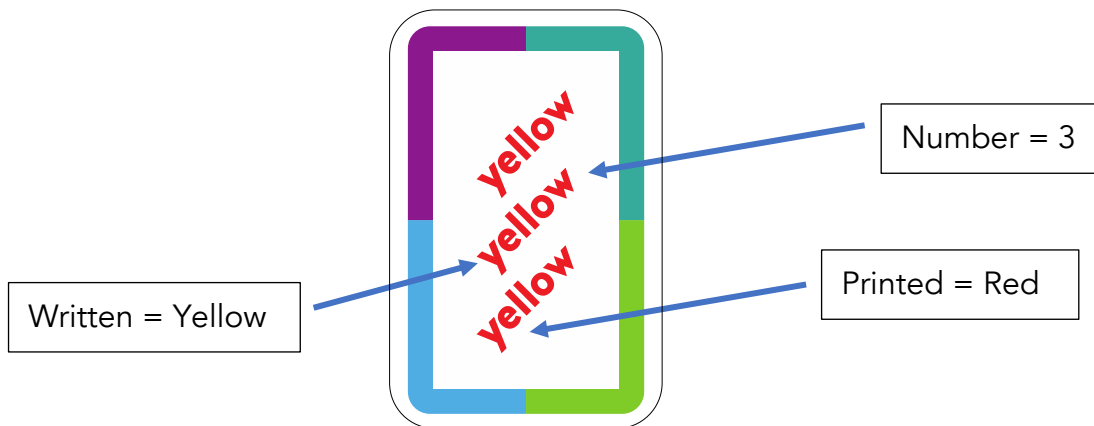


Object of the Game

To collect the most points after five rounds of play; players collect points by finding cards that don't match each other.

Set Up

1. Shuffle the Point Cards and place one Point Card face up on the table for each player in the game.
2. Shuffle the Color Cards and spread them out in the center of the table, within reach of all players.
3. All players pick up one Color Card and put it face up in front of themselves. This is each player's "active card."
4. Each Color Card has three attributes: the written color, the printed color (the color of the ink), and the number of times the color appears on the card:



Rules Summary

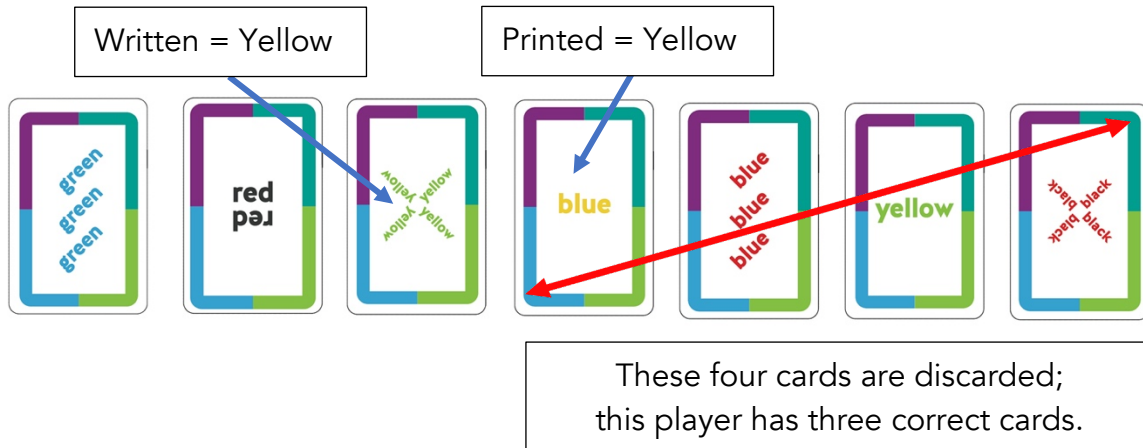
1. With everyone playing at the same time, pick up one Color Card each from the center of the table and try to find a card that shares NONE of the attributes on your active card. When you find one that doesn't match in any way (e.g., if the printed color is red, you can't have a card that is printed in red or written in red), play it face up to the right of your active card. Continue playing, using the card you just played as your active card (don't worry about your original active card any more).



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- When you pick a card that matches one or more of the three attributes on your active card, put it back in the center of the table, face up. As you play, you can pick up face-up and/or face-down cards.
- The first player to complete a row of seven cards calls out, "None of a Kind" and play stops. One at a time, players check the cards in their rows (the easiest way to do this is to call out the attributes on each card and listen to see if any match; for example, call out "Yellow, Red, Three," then see if the card to its right has yellow, red, or three). When there is a match between two cards, discard the card on the right and all of the cards to the right of it.



- The player with the most remaining cards gets first choice of the Point Cards. The player with the second-most chooses next, and so on until all players have a Point Card. If there is a tie, add up the number of words on the cards that are correct—the tying player with the higher sum chooses next.
- Play five rounds—the player with the most points after the fifth round wins.

KEY SELLING TIPS

- The challenge of a brainteaser, but for multiple players
- Based on one of the most cited papers in the history of experimental psychology (the Stroop Effect), which studies the relationship between the brain's processing speed and executive functions with working memory and a range of cognitive development issues. Current research includes using the Stroop Effect during brain imaging studies to investigate regions of the brain that are involved in planning, decision-making, and managing real-world interference (e.g., texting and driving)
- In other words, playing this game makes your brain smarter!
- Ideal for parents and kids to play together
- No waiting—every player plays on every turn



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