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## GOING CRAZY, INC.

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INVENTOR and CEO ~ Kurt Kirckof



Press Release - August 2004

Brooten, MN

### GOING-GOING CRAZY-

Going-Going Crazy is An Exciting New Children's Educational Board game thats FUN for the whole Family and will drive you CRAZY!! Going-Going Crazy Literally came from a dream that Kurt Kirckof had in 1999. Everything from the Name, to the instructions, to the design came directly from the dream. Going-Going Crazy received the First Place Gold Medal in 2001 and 2003 at the Worlds Largest Invention Show in Pittsburgh, PA where 35 countries were exhibiting. Going-Going Crazy also received the First Place Gold medal in many other shows including the Las Vegas "Electronic Retailers Association" show in 2001 and received the "Peoples Choice Award" at the Rocky Mountain Inventors Congress in Denver, Co in 2002. Going-Going Crazy is also featured on the cover of a World Wide Magazine: "Inventors Digest" ([www.invetorsdigest.com](http://www.invetorsdigest.com)) for the Months of July/August 2004.

Going-Going Crazy is for ages 4-adult and can be played with 2 or more players. The game includes a game board with 2 spinners attached, 80 Going Crazy playing cards, 2 dice, 1 dice cup, and playing tokens for four people with easy to read instructions.

The object of the game is to see who can get to the "win" position first while constantly going forward and backwards. Players first choose the version they wish to play, either dice or cards. Then each player on their turn, goes forwards or backwards determined by the spin of the direction spinner or draw of the card. The game continues until a player reaches the "win" position on the forwards or backwards side of the board with the exact roll of the dice or draw of card.

Going-Going Crazy is now available in a Travel Version, and the summer of 2005 watch for the 24 piece Going-Going Crazy Puzzle Game which will also be on display in Chicago, at the Chicago International Toy and Game Fair on Sept. 4,5,6, 2004 at the Navy Pier.

Going Crazy, Inc. is an independent game company established in 2000 and located in Brooten, MN.

Going Crazy, Inc. guarantees this to you: IF YOU DON'T LOVE IT, YOU DON'T OWN IT!

Going Crazy, Inc is committed to the help keep the "Family" in "Family Time".

If you would like additional information you may visit the company website at: [www.going-goingcrazy.com](http://www.going-goingcrazy.com) or you many contact Kurt Kirckof Toll Free at 866.402.7299 / Fax 320.346.2640 or write to: Going Crazy, Inc. 47792 280th St. Brooten, MN 56316 or E-mail at: [kkirckof@tds.net](mailto:kkirckof@tds.net).