

New Pink Treehouse Game – A Great Game For A Great Cause

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College Park, MD – Looney Labs, the maker of Fluxx and Treehouse (winner of the Origins Award for Best Board Game of 2006), has released a special edition of Treehouse in a long awaited new color – pink. Looney Labs will be donating 5% of the proceeds from the sale of Pink Treehouse to the fight against breast cancer.

Pink Treehouse is a board game played with a set of plastic pyramids. Each player is given a set of 3 different sized pyramids which they stack up initially in a setup called a Tree. The object of the game is to rearrange your set of pyramids to make them match the set of pyramids in the center of the table, a grouping which is known as the House. Players take their turns by rolling the special six-sided die, which gives them different options for altering the arrangement of their pyramids, or in some cases, the House pieces players are trying to match.

This fast, fun and easy to learn game is perfect for the whole family - it will engage players of any age, relying on a combination of strategy and luck to match the House arrangement. Pink Treehouse is played with patented gaming pyramids called Icehouse pieces, which can also be used to play hundreds of other board games. It's packaged in a convenient-sized box, thus making Pink Treehouse the play-everywhere game you can take with you anywhere.

Looney Labs designs, produces, and markets award winning, specialty card and board games. Founded in 1996 by Andy and Kristin Looney, and located in College Park, MD, this team has become well-known in the gaming industry for their innovative and unique approach to making and selling games. The Looneys, both former NASA engineers, believe that one of the most important things they create is the fun people have while playing their games. Looney Labs games are proudly made in the USA.

For more info about Looney Labs, visit: <http://www.looneylabs.com/factsheet.html>

For more information about Pink Treehouse, please visit: <http://www.icehousegames.com>

To request a review copy or high-resolution visuals, email: media-support@looneylabs.com

To arrange an interview with Andrew Looney, designer of Pink Treehouse and Fluxx, or to obtain a review copy, please contact Looney Labs at 301.441.1019, or media-support@looneylabs.com