

Doodle Dice

JAX LTD. INC.



Age: 6 and up
MSRP: \$ n/a
Wholesale: \$ n/a
SKU: n/a
Launch date: February 2006

Kids can create a "doodle" with a few rolls of the Doodle Dice. There's a different doodle pictured on each card of the deck. When players build a doodle that matches one of the cards, they take that card. Players can block an opponent's turn or take one of his or her cards away. Players who collect one card of each color win. It's the fun, challenging way for everyone in the family to be a "doodle artist." Instructions come in English and Spanish, and the game is for two to six players. Cindy Levine, president of Jax, told TDmonthly, "Doodle Dice involves very different game play. Participants from age 6 to adult have an equal and full chance to win. It engages players and has a style unlike any other game out there."

RETAILER COMMENTS

"We like Doodle Dice from Jax. It sold well for us this last year even though we hadn't seen it before," said Bill Rayment, co-owner of Toy Crossing in Harbor Beach, Mich. "A great game from Jax is Doodle Dice. It's inexpensive and made for varied ages," commented Bob Breneman, co-owner of G. Willikers Toy Shop in Portsmouth, N.H. It's his 7th-best-selling product.