

**FOR IMMEDIATE RELEASE**



## **Never Have I Ever® – The Game of Poor Life Decisions™ Now Available Nationwide**

*Card version of popular party game unleashes awkward anecdotes across the nation*

**Gaithersburg, Md. (May 12, 2015)** – [Ideas Never Implemented \(INI\), LLC](#) today announced the launch of its newest card game [Never Have I Ever® – The Game of Poor Life Decisions™](#). The game, which uncovers the “dirt” on friends, family, and co-workers, can now be purchased for \$25.00 MSRP on Amazon.com and in Barnes & Noble, Books-A-Million, Spencer Gifts, and select specialty toy and gift stores across the U.S.

“When I created Never Have I Ever, I envisioned it as a way for people to get to know each other on another level and uncover stories they wouldn’t have otherwise,” said INI CEO & Founder Jay Vohra. “I am eager for the game to spice up parties and help foster new friendships across the country.”

Never Have I Ever takes the traditional party game to the next level by providing hundreds of prompts designed to relive life’s funny, embarrassing, and awkward moments. In addition to inspiring players with unique scenarios to help uncover those hidden stories, the game introduces a competitive element to up the ante, called “the wall of shame.”

Intended for 4 to 12 players from ages 17 and up, Never Have I Ever’s instructions are simple. Each player is dealt 10 Play Cards and a pile of Rule Cards sits on the table. The person starting the game picks a Rule Card from the pile, reads the directions aloud, and all the players do what the Rule Card says. If you are not guilty of the Play Card, you discard it. If you are guilty of the Play Card, you get to keep it. The first person to have 10 Play Cards in front of them wins. The only rule? No judgment.

To get in on the fun, pick up a Never Have I Ever set at your nearest in-store location or download a free printable version at [www.neverhaveievergame.com](http://www.neverhaveievergame.com). The game’s probing prompts are also available as a free app in the App Store on iTunes, the Google Play store and Amazon.com. You can connect with Never Have I Ever on Facebook at [facebook.com/NHIEgame](https://facebook.com/NHIEgame), on Twitter at [twitter.com/NHIEgame](https://twitter.com/NHIEgame), or on YouTube at the [Never Have I Ever Game](#) channel.

**About Ideas Never Implemented (INI), LLC**

Ideas Never Implemented (INI), LLC is built on the philosophy that games serve multiple purposes – entertainment, education, escape and much more. In a world where myriad technologies enable communication without personal engagement, old-fashioned games with a modern sensibility can bring people together as no other innovation can. From party games for adults to children’s games, INI creates boundless entertainment for people of all ages.

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