



PRESS RELEASE

For Immediate Release

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Phone Pics Play Feature Role in Endless Games' New Camera Roll Game

New York, NY - (Feb. 12, 2020) – Endless Games “takes” an interactive approach on cell phone use as part of its new board game, Camera Roll.



Debuting from Endless Games at The 2020 American International Toy Fair, Camera Roll is the traditional game that embraces technology use and the top trending VSCO Girl demographic.

For its new Camera Roll Game (MSRP \$19.99 for 3 or more players ages 10+), Endless Games “app”-lies tween and teen screen time vanity into an interactive activity. Camera Roll is the game that has players engage in quirky category challenges to quickly match a photo from their phone that best suits the title. All players then become their own judges to see who has the closest match of a photo to the category. Players have a fun time defending and persuading one another about the validity of their photo choices.

About Endless Games: Founded in 1996 by industry veterans Mike Gasser, Kevin McNulty and game inventor Brian Turtle, Endless Games specializes in games that offer classic entertainment and hours of fun at affordable prices. The three have an uncanny ability for discovering and developing hit games, having been a part in past successes Trivial

Pursuit™, Pictionary® and Six Degrees of Kevin Bacon™. The mission of Endless Games is to produce high quality entertainment in board games that are quick and easy to learn but offer “Endless” play value. For additional information, visit www.endlessgames.com and interact with the company on [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [YouTube](#).