



# Rick and Morty: Look Who's Purging Now Card Game



2-4



17+



25 min

## Key Selling Points

Based on the *Rick and Morty* episode "Looks Who's Purging Now"

Easy-to-learn, fast-paced card game

Utilizes Cryptozoic's new GRYPHON card game engine



ART PENDING LICENSOR APPROVAL

**Simultaneous play:** 2 to 4 players play their cards at the same time to rack up kills during the annual "Festival"!

**Simple, addictive gameplay** that rewards both luck and strategy

**Weapon Cards** are found items or Rick's inventions, leading to effects that can change the outcome!

**Play as Rick, Morty, and others** with art from the unforgettable episode of the show

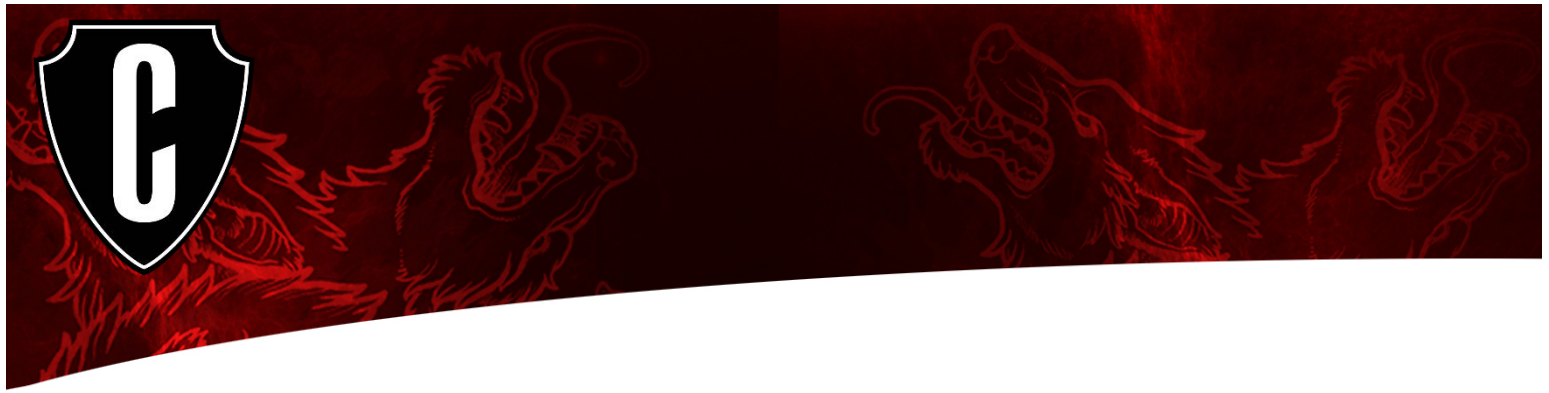
**Purchase Order  
Due Date:  
10/15/18**

**Release Date:  
March 2019**

## Contents Summary

- 82 Cards:
  - Four 10-Card Player Decks
  - 32 Festival Cards
  - 10 Weakness Cards
- Rulebook

**CRYPTOZOIC**  
ENTERTAINMENT



## Marketing Support

- Online and print media advertising on consumer and retail trade sites, including **boardgamegeek.com**
- Promotion on social media sites, including Facebook and Twitter, and sneak peeks on the Cryptozoic Blog
- Contests and/or giveaways held on social media
- Videos to discuss box contents, how to set up the game, and how to play the game
- Press release to industry media
- Game reviews and press coverage across major hobby, comic, and gaming media outlets to support game launch, including **IGN** and **boardgamegeek.com**
- Review copies sent to online media enthusiast outlets (hobby gaming, comics, and general pop culture) for expanded consumer exposure and to generate buzz
- Heavily promoted at consumer event shows throughout the year, including **Gen Con** and **Origins**
- Cross-promotions with **Cartoon Network** via giveaways, contests, and announcements on the Cartoon Network website and Facebook page and at conventions/special events

## Ordering Information

**Available to ship:** Worldwide

**Item Code:** 27732 (Last 5 of PCS UPC)

Item Description	Contents	UPC		Preliminary Dimensions
Game	1 game	814552027732		4.25"W x 5.75"H x 1.125"D .5lb
Case	12 games/case	814552027749		9"W x 6"H x 7"D 6lb