

Kickstarter Campaign for “The Game of PEDIGREE” Launches Nov. 1

Animal scientist and missionary businessman Duane Wulf creates a fun and fast-paced board game for animal lovers.

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BROOKINGS, South Dakota — October 31, 2018 — Experience the thrill of animal breeding and raising show ring champions in a fun and fast-paced board game called, “The Game of PEDIGREE,” created by Duane Wulf, former South Dakota State University animal science professor and missionary businessman based in Mexico.

“My favorite memories from childhood are playing board games, adventures with my dog, riding horse, and showing cattle at fairs and national shows,” said Wulf, who grew up on a purebred seedstock operation near Morris, Minn. “I have been fascinated with genetic selection since college, and I first had the idea for PEDIGREE over 20 years ago during graduate school. I started writing the rules and play-testing in Sept 2013 with the goal to create the thrill of animal breeding and show ring champions. I also wanted to create something that brings people together for some wholesome fun without being plugged in.”

“The Game of PEDIGREE” will be officially be available for sale via a Kickstarter campaign launching on Nov. 1. through Nov. 30. Individual backers can purchase the game for \$49 plus \$10 shipping, and the first 100 to purchase will have the opportunity to name an individual animal in the game.

With a \$950 pledge, backers have the opportunity to customize the game to represent their ranch, specific cattle breed or change the game to reflect another species such as sheep, horses or dogs.

“With the \$950 sponsorship, we will commission custom art for the 140 Animal Card deck with the 5-star male and 5-star female modeled after your chosen animals,” said Wulf. “The name or logo of your stable/kennel/ranch will be printed on the cards, and you can name up to 25 of the animals. Most importantly, your sponsored breed Animal Card deck will be offered as an option to all backer of this campaign. If you want to save money, join together with other fans/breeders of your breed to jointly sponsor a breed, and the names of all sponsors will be printed on the cards.”

BACK THE PROJECT HERE:

<https://www.kickstarter.com/projects/duanewulf/1234239415?ref=601537&token=bb08eec0>

Board games are seeing a resurgence in popularity. The \$9 billion industry is booming as more people have a desire to unplug and enjoy quality time with friends and family. And it’s not just classics like Scrabble and Monopoly that are flying off the shelves. Thanks to self-publishing routes and crowdfunding campaigns, independent designers like Wulf are able to introduce their creations to the world.

“The Game of PEDIGREE” is fast-paced and based on real-life scenarios in raising livestock, and early testers of the board game have appreciated how Wulf has captured typical ranching practices such as animal health, nutrition, breeding selection, birthing, showing and marketing in a fun and exciting game.

“At family gatherings, my rancher husband and my dad typically tend to ‘conveniently’ disappear outside to do cattle chores when it’s time to bring the board games out,” said Amanda Radke, a South Dakota cattle rancher. “However, last Christmas, we had the opportunity to play a prototype of PEDIGREE, and we talked my dad and husband into playing ‘just one round.’ Hours later, they were more into the game than the rest of us! We all got pretty competitive in the many rounds that we played, and I think it was because the game was so relatable to our real life on the ranch. Plus, I see this as an amazing tool to educate my kids about the realities of cattle business, and I believe this would be an incredible resource for the classroom, as well. We love Pedigree at our house, and I think anyone who loves animals will enjoy it, too!”

"This is an exciting game where you strive to breed the best of the best, learning the decision process and animal husbandry along the way," added Jeff McClure, Illinois Suffolk sheep breeder. "It's a great learning tool as you learn real-life failures and successes."

Wulf needs to raise a minimum of \$17,700 to get the project off the ground. Wulf serves as a missionary businessman in Mexico, and if this project is successful, a portion of all proceeds will benefit the non-profit organization, The Fatted Calf, which provides jobs and career training in three businesses — a cattle ranch, butcher shop and hamburger restaurant — to the fatherless and underprivileged in Mexico.

Learn about The Fatted Calf by visiting www.thefatcalf.com. Discover The Game of PEDIGREE by visiting www.thegameofpedigree.com. To be a backer of the game on Nov. 1, link to: <https://www.kickstarter.com/projects/duanewulf/1234239415?ref=601537&token=bb08eec0>

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Additional Information

Kickstarter Campaign Link: <https://www.kickstarter.com/projects/duanewulf/1234239415?ref=601537&token=bb08eec0>

The Game of PEDIGREE Website: www.thegameofpedigree.com

The Game of PEDIGREE Facebook: <https://www.facebook.com/thegameofpedigree/>

The Fatted Calf: www.thefatcalf.com