

## The Countdown Game, World's First Retro-Inspired, Active Play Game by Duck Duck Cat! Now Available

Active play meets handheld gaming to power up play with kids and families of all ages -- indoors, outdoors and on the go.



Florida, Punta Gorda, Apr 22, 2021 ([IssueWire.com](http://IssueWire.com)) - [Duck. Duck. Cat!](http://Duck.Duck.Cat!) announced today that *The Countdown Game* -- its premier international award-winning retro-inspired active play game -- has officially launched, available exclusively on [Amazon](http://Amazon) and [DuckDuckCat.com](http://DuckDuckCat.com).

Right out of the box, *The Countdown Game* is packed with 10 different ready-to-play, retro-inspired reflex, logic, and movement games, including Whack-a-Mole, Simon Says, Safe Cracker, Odd-Man-Out and Cut The Wire. It also incorporates an innovative update system to provide new features, play modes, and games over time. At launch, two additional games, Red Light/Green Light and Animal Sounds are provided for free to download upon purchase.

Designed for diverse play, *The Countdown Game* offers multiple modes for indoors, outdoors, and on-the-go play from a reinvented game of Hide-and-Seek to tabletop gaming with Hot Potato and Co-Op modes.

Hide-and-Seek offers indoor/outdoor flexibility where a player hides *The Countdown Game* and other players must go on the hunt to find it, beat a randomized set of games to stop the clock, and win. It's a

quick-paced, modern take on the classic playground game.

For indoor or in-the-car play, Hot Potato pits players against each other to finish games as fast as possible so as not to be holding *The Countdown Game* when the timer expires. Alternatively, play Table Co-Op together to beat the games as a team and stop the clock.

In addition to flexible locales, *The Countdown Game* includes a configurable difficulty setting allowing for a broad range of play, to get kids and families actively gaming together from adult/child play to early or avid gamers.

After a successful Kickstarter campaign, reaching over 160% of the initial goal, *The Countdown Game* enters a toy and games market that is experiencing stratospheric growth. The Outdoor Toys & Sports segment [saw 29% YoY growth in 2020](#). Active-play toys, both indoors and out, are in high demand after long periods of lockdown, excessive screen-time, and lower in-person social contact.

“*The Countdown Game* is needed by so many children, and parents, right now,” said Alex Andreea, founder & CEO. “After an incredibly challenging year with children unable to socialize and engage in-person, active play is more important than ever. We’re excited to bring a game to market that encourages active, engaging play for families and friends.”

*The Countdown Game* is packed with a graphical display, over 50 sounds and animations, 6 game buttons, motion detection, and 8 ultra-bright full-color LEDs for immersive engagement. It also includes a USB port for updating modes, games, graphics, sounds with new features to be released regularly. *The Countdown Game* features a total of 10 included + 2 free-to-download retro-inspired active play games across 4 distinct play modes and is available exclusively on [Amazon](#) and [DuckDuckCat.com](#) for \$39.95.

Notable achievements for The Countdown Game & Duck, Duck, Cat! include:

- August 2020 - *The Countdown Game* completed a successful Kickstarter campaign raising over 160% of their initial goal
- July 2020 - Featured at San Diego Comic-Con as a product that is “Transforming Together Time and the Future of Play.”
- January 2020 - *The Countdown Game* was a nominee for 'Best Startup Product' at the Consumer Electronics Show - Kids at Play Interactive Toy Awards, held in Las Vegas.
- January 2020 - Selected as a top 10 hardware startup company to pitch in front of an audience at TechCrunch's Pitch Night at CES
- June 2019 - *The Countdown Game* won for 'Best Outdoor Toy' at the Outdoor Toy Awards in London.

For more information on *The Countdown Game*, visit <https://duckduckcat.com>.

A press kit is available at <https://duckduckcat.com/press-kit>.

### **About Duck, Duck, Cat!**

Duck, Duck, Cat! is the active-play game brand of Pressure Games. Pressure Games was founded in 2018 with a belief that active, social, and imaginative play is instrumental to childhood development. Its games are focused on merging classic playground games with technology to create modern games to engage with the electronic generation of today. Visit <https://duckduckcat.com> for more information on

their innovative games.



## Media Contact

Duck Duck Cat

hello@pressuregames.com

941-268-4955

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