

FOR IMMEDIATE RELEASE:

New Jersey Family Creates Board Game For Kid Entrepreneurs, By Kid Entrepreneurs

Flemington, New Jersey – October 13, 2017 – Heidi, 10, and Joey Hudicka, 15, design and manufacture games to encourage first-time business owners.

Executives and educators worldwide say it is never too early to teach kids how to manage money and conduct business.

Joey and Heidi Hudicka agree.

“Yet people are still surprised when Heidi and I are the ones to open up meetings by introducing ourselves and saying, okay, this is what we’ve done, this is what we want to do, and this is how we want to do it,” Joey said.

The siblings worked with their technologist parents, Joe and Lora Hudicka, the MIX Lab at Montclair State University, and Premium Color Group in Carlstadt to manufacture and market Launch!, an interactive board game designed to teach grade-schoolers the fundamentals of entrepreneurship.



“Four out of five kids come up with a business idea within 10 minutes of playing this game,” Joe Hudicka, president and CEO of Fizzee Labs, the parent company of Launch!, said. “Once kids’ entrepreneurial spirits and creativity are engaged, that is when more in-depth conversations happen.”

Launch! (\$35) teaches entrepreneurial vocabulary and business skills by creating opportunities for up to four players to earn

millions of dollars, make good (or) bad investment choices, and participate in the random aspect of a ‘boom’ or ‘bust’ in business. Players also can choose whether to use a token to look up what a word means in ‘The Original Young Entrepreneur’s Dictionary,’ which includes more than 1,300 terms and

definitions, and participate in a post-game “highlights” learning tool to write down their own business ideas.

“I hope that our game helps more kids and families get creative in making their own ideas real so that we can hear more about that in the news,” Heidi said.

After introducing Launch! to students in the Hunterdon County YMCA after-school programs, the Hunterdon County Chamber of Commerce recognized Joey and Heidi for their work with the 2016 Amazing Kids in Business Award.

The organization, in conjunction with Flemington Car and Truck Country, then sponsored a Launch! event in May with grade-schoolers at the Deer Path YMCA in Readington Township.

“That event was so awesome and left me in such a good mood,” Joey said. “I want to put on more events like that to reach and inspire as many kids as possible.”

After being further honored by the New Jersey Manufacturing Extension Program with the 2017 Young Entrepreneur Award, the family is now developing a curriculum and digital platform for more educational programs while pursuing a partnership with the National Aeronautics and Space Administration (NASA).

“I want kids to know that it’s okay, at any age, to have ideas that actually can contribute to the economy and be profitable,” Joey said. “Some kids may already have ideas, but they’re afraid, because they see business as adults going to work in suits and ties.

“They don’t see business as two kids in school and we want to change that perspective.”

CONTACT: Interested in speaking with The Hudicka Family about their story? Please contact Joe Hudicka at joe@fizzeelabs.com, (908) 334-0660

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