



Media Backgrounder

Thanks for writing about KinderPerfect! Below is a quick understanding of our game and here are multimedia resources:

- [High-quality photos](#)
- [YouTube videos](#)
- [Instagram images](#)
- [Facebook images](#)

Wayan Vota, co-founder, can be reached on wayan@kinderperfect.com or 919.537.6654 for additional quotes and background.

What is KinderPerfect?

[KinderPerfect](#) is a hilarious new adult party card game for awesome parents inspired by Cards Against Humanity and too much wine. You can play it as a stand-alone game or [combine it with Cards Against Humanity](#) for more fun.

We have four games for Millennial Moms:

- [KinderPerfect](#) original game with 400 cards to laugh at modern parenting
- [MORE Cards](#) expansion pack for family-friendly fun on game night
- [TWEEN Cards](#) expansion pack for surviving their puberty
- [NAUGHTY Cards](#) expansion pack for edgy adult laughter

Here is a [library of card images](#) to illustrate your post.

Who created KinderPerfect?

KinderPerfect is created by the Vota family ([pic](#)) - Amy (Mom), Wayan (Dad), Hanalei (10), Archer (8), and Taxi Dog (11) - and our supportive community of Petworth Parents.

- [Amy Vota](#) was a co-founder of several Petworth Parents groups and an annual school lottery potluck event for Washington, DC parents.
- [Wayan Vota](#) is a co-founder of [JadedAid](#), a card game to save humanitarians that was successfully launched on Kickstarter in 2015.

Many parents helped design the game, with a special thanks to Maria Mandel of [Creativecouch Designs](#).

What inspired you to create this product?

We are fans of Cards Against Humanity, and enjoyed playing it with our friends, but felt it didn't really speak to our experience as parents. We wanted to ask, "[First comes love, then comes marriage, then comes _____!](#)"

We started adding in our own cards, and they were so good, we started playing with our own cards alone. We then thought we should make a real card deck for our fellow Petworth parents, but they told us to think bigger.

In between fits of laughter trying to answer cards like "Why is mommy mad?" or "What's that smell?", they convinced us to launch a Kickstarter to bring KinderPerfect to every parent. After raising over \$20,000 from 800 backers, and getting over [8,000 card suggestions from 700 parents](#), we took the next giant leap and put [KinderPerfect on Amazon.com](#).

Now KinderPerfect is often an Amazon Top 100 Card Game, surprising even us with its success. We've just [added three expansion packs](#) for even more fun.

Are you parents yourselves?

Wayan and Amy are the proud parents of Hanalei, 11, Archer, 9, and both girls are angels. Until they are not. Like every parent, we love our kids, but they can drive us crazy. It's their antics, and those of other children, that inspired many of the cards.

For example, our kids had us read “Brown bear, brown bear what do you see?” until we memorized all the pages in that set of books. and started making up our own animals for it to see. That inspired [the card “Brown bear, brown bear, what do you see?”](#)

Then they started losing teeth, and we learned that \$.25 per tooth was well below the going market rate for the Tooth Fairy, which inspired the question card, “Signs you are THAT family,” and its corresponding potential answer card, [“A cheap-ass Tooth Fairy.”](#)

Another one of friend’s daughter was always sucking on the ear of a stuffed animal for over a year, only taking it out of her mouth to eat. She wouldn’t allow her mom to wash it either. That inspired the card, [“Please don’t put _____ in your mouth!”](#) And the potential answer card, “Another damn stuffed animal.”

Describe KinderPerfect.

KinderPerfect is like Cards Against Humanity for parents. Our aim is to take the everyday pain of parenthood and make it into an excuse for mommy juice!

There are four times when KinderPerfect is better than binge-watching Netflix:

- **Moms' Night Out**
Laugh at the challenges of parenthood with 400 hilarious cards crowdsourced from actual parents. Pairs perfectly with a glass of mommy juice.
- **Adult Game Night**
About kids, but designed for parents. Mix with Cards Against Humanity to add spice to your next get-together and ensure at least one parent is embarrassed afterwards.
- **Baby Showers**
Surprise expecting moms and new parents with tales of poop, puke, and Caillou - the triptych of modern parental terror - with [our free printable PDF](#).
- **Family Reunions**
Learn fun facts about your childhood and your relatives parenting skills without the crassness of Cards Against Humanity.

How do you play KinderPerfect?

We have [official rules](#), condensed here.

The “Parent” player will read out a red Question Card and other players will submit their white Answer Cards. The Parent picks the winner they like the best, well, because they said so. The winner then becomes the Parent for the next round. You win by amassing useless Answer Cards, just like in real life!

KinderPerfect plays well with other games, like Cards Against Humanity and Apples to Apples, but it’s also great to play on its own. We have 400 casino-quality cards that will integrate seamlessly with other games and last stain-free longer than a baby onesie.

How can someone buy KinderPerfect?

All [KinderPerfect games are on Amazon](#).

KinderPerfect can also be ordered from [Amazon.ca](#) or [Amazon.co.uk](#) for delivery in the UK and across Europe. Or on [eBay](#) for worldwide shipping.

KinderPerfect is in [select bookstores and game stores](#) in the USA and Canada.

Crafty Pinterest moms can also [download our free printable PDF](#) of the original 210-card Kickstarter version of the game - perfect for a last-minute baby shower activity.

What do you hope parents get out of playing this game?

Parenting is tough. You don’t get an instruction manual when you leave the hospital with your newborn, yet everyone you meet has an opinion of what you are doing wrong or should be doing differently. Worse, it’s usually your parents.

We want KinderPerfect to be [family-friendly way](#) for parents to laugh at the pain of parenting, and create a safe space for them to discuss the real challenges of raising kids. In all the Play Parties so far, each card hand has inspired discussions on parenting.

For example, “[Signs you are THAT family](#)” usually leads into a great conversation on how we all feel inadequate as parents, while “What’s that smell” elicits squeals of laughter at all the things we’ve found squished in corners and into car seats.

The “Our code word for sex is ____.” question always leads to that nervous place where we acknowledge that all parents are balancing the needs of our children with our own needs to be loving couples.

And then there is the realization that [everyone hates Calliou](#).

Anything else?

Take a close look at the KinderPerfect logo face. Does it look familiar? It should to any parent. We took inspiration from the LEGO face. [Just don't step on one](#).