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Game challenges kids

York student inventers of quiz game give Trivial Pursuit a run for its money

By JULIA STEINECKE

Two York students are the inventors of a children's trivia game that has sold more than 200,000

IQ 2000, created by Mary Di-Mauro and Filomena Chiapetta takes players on a space voyage from Earth to the imaginary planet Quizzar. On the way they answer answer questions about fairytales, television, animals, sports, and other subjects. Questions fall under two categories: young or older children.

Adults can match their wits against younger players, but may be surprised when they lose. "We embarass a lot of adults," says Chiapetta.

DiMauro, a 22-year-old education student, developed the original version for the children in the class she teaches once a week. Its purpose was to combine entertainment and education, and to occupy the children's time when they finished their schoolwork. Her pupils loved the game, even though it could only be played verbally at first.

Chiapetta, who is beginning her fourth year of fine arts and education, believed her friend's game had selling potential. She designed a colorful board bearing a picture of the eight planets the players would

The inventors composed more



Maria DiMaurio and Filomena Chiapetta, inventers of IQ 2000, demonstrate how their game is played.

questions by putting themselves in a child's frame of mind and by observing the youngsters they knew. They watched cartoons like Scooby Doo and read Captain America comics, Snow White and the Seven Dwarves, Cinderella, Peter Pan, and Alice in Wonderland.

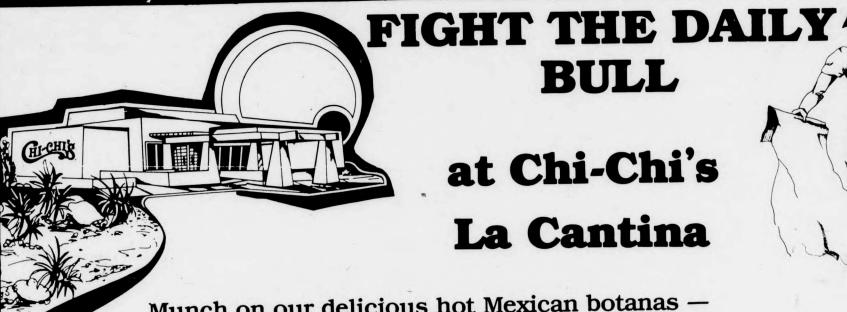
"We did everything a kid would do," says Chiapetta.

Playboy Industries promoted the game, and DiMauro and Chiapetta gave press conferences in Winnipeg, Edmonton, Calgary, Vancouver, and Toronto. They've had articles written about them in the Toronto Star, the Sun, and the North York Mirror. IQ 2000 is now selling across Canada at Eaton's, Simpson's, and other stores. This fall, the American version, Trivia Adventure, will be released. Meanwhile, Mary Di-

Mauro and Filomena Chiapetta are working on a new series of questions for the second edition of IQ 2000, coming out this Christmas.

- 1. What kind and color of car does Magnum P.I. drive?
- 2. What is a pickle before it's a pickle?
- 3. Which bird is the fastest swimmer?
- 4. How many humps does a dromedary (camel) have?
- 5. What is "Hubba Bubba?"

5. bubble gum 3. penguin 2. cucumber I. Red farrari



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