

## Cruel 2 B Kind Puppet Master Guide

**pup·pet mas·ter** –*noun*

an individual working “behind the curtain” to control the game.

### PLAN YOUR GAME

- 1. Choose a location that all of your players will have access to.** Public and outdoor spaces are great. Indoor and commercial locations (shopping malls, train stations, e.g.) are NOT recommended. And remember: The busier the playing area, the more fun it will be for everyone!
- 2. Decide how big or small to make the game space.** The smaller the playing area, the easier it will be for players to bump into each other. If the game space is too big, they may never find each other! We recommend in a city using a 2 x 2 block area for games with less than 20 players and a 2 x 4 block area for bigger games.
- 3. Pick specific boundaries.** Describe in detail the perimeter of the game space, using both words and a map, if possible. (Using Google maps to make a map of the game space is a great option.)
- 4. Pick a date and time.** Daytime and after-dark games are both fun. Think about the best time of day or night for the specific space you’ve picked. Parks are great fun on Saturday and Sunday afternoons; business districts are great fun at lunch or happy hour; busy downtown districts are fun in the early evening.
- 5. Decide if it’s public or for your friends or colleagues only.** They’re both fun, in totally different ways.

### ANNOUNCE THE GAME

- 1. Use whatever media you have to spread the word.** Email, social network sites, forums, calendars, flyers, loud speakers—whatever you’ve got, use it. Tell players the date, the location, the time, and ask them to sign up by giving you their team name, an email address to receive the weapons before the game, the number of expected players, and the mobile phone they plan to use.
- 2. Use your email to collect player registration or set up your own sign-up form online.** If you use email to collect player registration data, you might want to set up a new email account just for the game (to keep your real email private).
- 3. Keep an eye on the number of registered teams.** The game requires a minimum of 5 teams to be fun, and 10 teams to be spectacular! Increase your invitations and publicity if necessary as the game date approaches.

### LEARN THE GAME

- 1. Learn the game rules inside out.** Watch the Current TV video about Cruel 2 B Kind (<http://www.current.tv/video/?id=25511301>). Study the Booty Variant rules (<http://cruelgame.com/games/default.aspx>). And learn all of the info on the Benevolent Assassins’ cheat sheet (<http://cruelgame.com/games/cruel2bkindbooty.pdf>).

## PICK YOUR WEAPONS

1. Look through the official C2BK weapons list below and **choose any 3 weapons for your game.** We recommend a combination of subtle and spectacular weapons. Our favorite weapons are:

Welcome your targets to beautiful [neighborhood or city].

Tell your targets "You look gorgeous today!"

Point out something amazing to your targets.

Praise your targets' shoes.

Offer to help your targets.

Thank your targets from the bottom of your heart.

Express "mind-boggling" admiration

Blow a single kiss.

Mistake your targets for celebrities.

Wish your targets a happy made-up holiday.

Notice something "intriguing" about your targets

## THE DAY BEFORE

1. **Email all players a customized version of the weapons email 24 hours before the game.** The text for the weapons email appears at the bottom of this guide.

## GAME DAY

1. **Show up** at the game space an hour before the game. Stash at least a dozen copies of the Weapons Email and the Benevolent Assassins Guide around the game space, so that people who show up without their weapons or cheat sheets can catch up and play anyway.
2. Find a place away from the main game action to **set up your puppet master station.** You'll be receiving dozens of calls and SMS messages, and you'll be taking notes about them. So pick a place you can hunker down, take calls freely, and scribble notes for the whole game.
3. 30 minutes before the game begins, **start taking calls and SMS messages from teams checking in.** Make a list of all checked in teams by TEAM NAME and PHONE NUMBER.
4. When the game begins, **start taking kill reports.** When a team reports a kill, do two things: First, **mark the dead team "DEAD"** on the scoring sheet and **award the appropriate survival points.** The first dead team gets 10, the second dead team gets 20, the third dead team gets 30, and so on, with a maximum of 300 survival points. Second, **award kill points to the killers.** The first kill gets 300 points, the next kill 290, the next kill 280, and so on, until kills are worth just 10 points.
5. When all teams but one are dead, OR when time runs out, announce the secret location of the awards ceremony by **calling or SMS messaging the remaining alive teams.**
6. As teams show up, **judge the booty.** Ask all teams to send a rep to show you their booty. When a player comes up, find out their team name. Then yell "SHOW ME YOUR BOOTY!" Each piece of booty is worth 100 points to the team. Optional: we like to serve cupcakes or cookies during this part.

**7. Calculate team scores.** A team's total score has 3 parts. Survival points + Kill points + Booty points. The team with the highest points is the champion, or grand assassin(s).

**8. Announce the awards.** Congratulate everyone, cheer a lot, tell them they kicked ass. Bring cheap, silly prizes to give away to as many players as possible (think: dollar store!). Start by giving prizes to the first 1 – 3 teams killed. This is the “*Better Luck Next Time!*” award. Then announce \*in no particular order\* the top 5 or top 10 teams (but not the champion). They get “*Top Assassins Honors.*” Finally, announce *the champion, or grand assassin(s)*. Everyone who was in an alliance with that champion are also officially on the winning team. Pronounce them all official *City Champions!* If you have prizes left, give them using whatever criteria you want.

## **AFTER THE GAME**

1. **Email us at [info@cruelgame.com](mailto:info@cruelgame.com)** when you're recovered from the benevolent madness. Report the number of players and the names of winning teams for our hall of fame. Feel free to share fun stories!

2. **Share game photos or videos or blog posts online** with the tags C2BK and Cruel2BKind.

TEXT FOR THE WEAPONS EMAIL:

**Dear Cruel 2 B Kind Assassins,**

This email contains your 3 secret weapons, plus a few killer tips, for your [DAY/TIME] game at [LOCATION].

Read this entire email carefully, or you'll wind up dead faster than you can say "There's something's rotten in the city of [CITY]..."

**The four most important things to do before the game**

- 1) Learn the Booty Variant rules before you come. No one will explain the game to you when you get there. Here are the rules: <http://www.cruelgame.com/games/>
- 2) Each and every player must bring a piece of booty to surrender!
- 3) If you haven't printed your handy pocket-sized guide to benevolent assassination, you can download it here and bring it to the game with you: <http://www.cruelgame.com/games/cruel2bkindbooty.pdf> . You may want to print this email as well.
- 4) Call or SMS to [Puppet Master Mobile Phone Number] when you arrive within game boundaries, between [half an hour before the game and the start time] tomorrow, to check-in. You can use any phone to play, and don't worry about the earlier email request to confirm your phone via text message. Any phone you bring is fine. And if you are calling, and I don't pick up, you can always leave a voice mail message to check in, report kills, or ask for live assistance.

**The boundaries for your game are:**

[Describe in detail]  
(See the attached map!)

**You have 3 weapons to use in your Saturday afternoon game.**

**WEAPON A** - Blow a **kiss** at your targets

**WEAPON B** - Notice something **intriguing** about your targets

**WEAPON C** – Offer to **help** targets

**[EXAMPLE – fill in your weapons here]**

You can use ANY of these weapons at any time. You can also be killed by any of these weapons, at any time.

**Killer Tip #1:** After you check-in (text or call the live puppet master at [Puppet Master Mobile Phone Number] between [half an hour before the game and the start time], there will be no official announcement that the game has started. **When your watch says [start time], start killing!**

**Killer Tip #2:** Be stealthy in your attacks! If another team spots you being cruel and kind, you'll instantly become their target. Keep a low profile to stay alive longer and to pull off sneak attacks!

If you catch a team off-guard and manage to attack them BEFORE they try to attack you, ANY weapon you choose will effectively kill them.

However: If both teams start attacking simultaneously, you will apply a rock-paper-scissors system to determine which weapon was the most deadly.

**KISS beats INTRIGUING**  
**INTRIGUING beats HELP**  
**HELP beats KISS**  
*[EXAMPLE – fill in your weapons here]*

Write this on a scrap of paper or your hand before tomorrow's game so you don't forget which weapons outranks another!

SAME WEAPONS used during the same encounter cancel each other out. You have 30 seconds to flee and cannot kill each other in this time. You can then stalk and attack again, or move on to a different target.

**Killer Tip #3:** You (and your teammates) must be within 5 feet of your target(s) at the time of attack. If a team tries to attack you from across the street or halfway down the block, you can refuse to surrender!

**When you successfully kill a team,** immediately text or call the puppet master with the dead team's name. Report your kill as soon as possible, to maximize your point total! When you've collected your booty, join forces with your victims and keep stalking your prey...

**When you are killed,** surrender your personal booty to any ONE player whose attack impressed you most.

**Killer Tip #4:** Collected booty is worth big points at the end of the game. So even if you get killed first, you can still be one of the top players... IF you impress your future victims and convince them you are worthy of their booty.

**Killer Tip # 5:** The game will end with a text message or phone call from the puppet master. (You'll get the secret location for the assassins' awards and debriefing.) Until the PM contacts you, there are still alive assassins that need to be killed!

**Remember: If you have any questions about how to play Cruel 2 B Kind, you can reply to this email before Friday afternoon. During the game, you can call the live puppet master at [Puppet Master Mobile Phone Number]!**

Good luck tomorrow. Be cruel! Be kind!