

Media Kit



Company Overview

THEYSAYPLAY was started by Derek Fryer - an art and design pro for over twenty-five years. The single co-parent of an active son and daughter, Derek needed them to brush, flush and tidy on their own more - and figured other parents of kids four-and-up must be feeling that need, too.

His solution, WHODIDS, helps adults communicate about responsibility with the kids in their life. Based in Oakville, Ontario, THEYSAYPLAY's mission is to provide that help to households everywhere.

About WHODIDS

WHODIDS is a card game for kids ages four and up, created by a dad teaching his kids how to get things done. While unable to find an engaging product to help, his kids were loving the art and characters in the biggest battle-card products. So he used his skills to develop WHODIDS - giving kids great art, story and gameplay that also helps them get things done.

With WHODIDS, parents challenge and kids get things done for points called DIDJITS. Team up with the right DID HERO and kids can earn more DIDJITS in the BONUS deck. But that's just the start - kids can trade DIDJITS for things they love.

Now, what started as art for a card game has grown into a universe of characters and stories that can entertain as well as instruct. Look for starter-set expansions for pets, music and sports coming soon, and the first WHODIDS storybook in spring, 2019.

About the Creator

Artist and designer Derek Fryer has been a graphic arts professional for over twenty-five years. Graduating with degrees in Art from both Sheridan College Oakville and University of Toronto, Derek has created artwork and graphics for industries as diverse as healthcare fundraising, architecture, sports marketing and publishing. Based in Oakville, Ontario, Canada, Derek is the proud co-parent of kids that are having fun getting things done.

Contact Details

For more information about THEYSAYPLAY and WHODIDS, please email media inquiries to Derek Fryer at derek@whodids.com. By regular mail, please send any inquiries to:

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Downloads

Images and logos for media are available to download at: whodids.com/media or from below, if viewing in PDF.

[WHODIDS Images](#)

[WHODIDS Logos](#)

W H O D I D S . C O M

WHODIDS... a universe of fun,
where kids get things done.