

# Endless Games Flows Its Hottest Game Outside

*Endless Games' The Floor/Ground is Lava Outside*

MATAWAN, NJ, UNITED STATES, May 14, 2021 /EINPresswire.com/ -- Get Outside! As temperatures rise this Spring, [Endless Games](#) is seeing that its hottest selling game, [The Floor Is Lava](#), is finding its way outdoors for children to pretend that the entire yard is lava!

Switching out the living room carpet for a grass covered lawn is proving to be a fun new environment to play.

Many people know the impromptu game of shouting out "LAVA" and everyone jumping up onto nearby objects to get their feet off the ground. Endless Games created a format where players continue to imagine the floor is molten hot lava, but added play patterns using a spinner for color call-outs and having players jump along foam game pieces in order to reach safety. Challenge cards that enforce activities that can make it difficult not to fall into the lava come into play when landing on certain tiles.

Taking the game outside adds another format to play. "Tiles can be placed farther apart. Patio furniture and natural objects, like rocks and trees, can provide touch points or obstacles," Turtle explained. "It's very interesting to see the ways that kids are using their imaginations and being active with the game play."

Endless Games continues to enjoy the success of its game, and it certainly helps that all things lava are trending. With a new season of the top-rated Netflix series *The Floor Is Lava Game Show*, a popular video game, and thousands of viral videos – the hot topic isn't cooling off anytime



Endless Games' The Floor Is Lava Game

soon.

“We love seeing kids be active with our games and we’ve increased our selections in that category,” Turtle said. Traffic Cop (\$24.99 for ages 5+), the classic schoolyard game about crossing intersections, joined Endless Games line-up last year, and the company is very excited by the 2021 launch of its Obstacle Course in A Box Game (\$24.99 for ages 7+) that will be released this summer.



The Floor Is Lava Game (contents)

“

Playing our Floor Is Lava Game will definitely save your living room furniture, and taking it outside offers fun new challenges for players of the game.”

*Brian Turtle, National Sales  
Manager of Endless Games,  
Inc.*

Greg Walsh

Walsh Public Relations

201-292-6280

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/541158898>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.