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Media Contacts:
J.W. Crump | crump.jw@gmail.com | 828-850-2861
Andrew MacDowell | andrew@pincast.fm | 347-581-5272
fakerzdozen.com

A Daily Game Built by Two Friends Has Drawn More Than 1,300 Players, With No Marketing at All

Fakerz Dozen gives players a category and thirteen answers. Twelve are real. One is the Faker, and the whole game is avoiding it. No app, no sign-up, about a minute a day.

BROOKLYN, N.Y., August 13, 2026. Fakerz Dozen, a free daily game from TV comedy writer J.W. Crump and Pincast founder Andrew MacDowell, has passed 1,000 players in its first month without spending a dollar on advertising.

The game in Crump's words: "Fakerz Dozen is a daily online puzzle game where you're challenged with a new wacky category every weekday. Your job? Tap on the real answers and avoid the sneaky Faker." Twelve of the thirteen answers are true. One is totally false. Tap the real ones and your score fills a box of a dozen donuts; tap the Faker and the round is over.

It lands in the daily-habit category staked out by Wordle and Spelling Bee, but unlike those games, Fakerz Dozen runs on quirky humor and fascinating trivia. Players leave each round with a new fun fact to share. A new dozen goes live every weekday at 8:00 a.m. Eastern, a monthly leaderboard tracks the regulars, and every finished round produces a shareable box of donuts, full for a perfect game and bitten when the Faker got you.

Since its July 1 debut the game has published 32 daily puzzles and drawn more than 4,000 plays from nearly 1,400 players. Roughly 380 have come back for another day; more than 160 have played five times or more. All of it organic: no ads, no launch campaign, just word of mouth and players sharing it with one another.

Crump and MacDowell met at Crump's first job out of college, both ended up in New York, and reconnected more than a decade later, after the pandemic. They started making things together, and Fakerz Dozen is the latest.

Fakerz Dozen, also known as F12, has grown beyond its two-person origin. A rotating room of guest writers, eight so far, now supplies the puzzles, each credited by name on the day their dozen runs. Their categories have ranged from discontinued Jell-O flavors to presidential pets to state liquor laws.

"There's an endless amount of potential for Fakerz' categories, and there's something magical about a game that challenges players to parse out the objective truth in an Internet landscape where we question the legitimacy of everything," said J.W. Crump, the game's creator and head writer. "Seeing people post their perfect dozen to social media is the highlight of my day!"

"We put it out with very little fanfare and it just kept climbing," said Andrew MacDowell, who leads the game's technology and founded the real-world digital gaming company Pincast. "Nearly 250 people have played three or more times. That's the real signal people might just love our game, and that we're truly onto something."

The week of August 10:

- "clowns on film" (Monday, August 10): the twelve named clowns of cinematic nightmares, and one Faker in regular-sized shoes.
- "real 1996 reels" (Tuesday, August 11): the year Scotland cloned a sheep and the Spice Girls dropped their debut. Tap the movies that premiered in 1996 and skip the celluloid Faker.
- "12 real 73s" (Wednesday, August 12): more than 80 celebrities have answered Vogue's "73 Questions." Twelve of these did; one is still waiting on a call back from Anna Wintour.
- "all the president's sons" (Thursday, August 13): the presidents vain enough to name a boy after themselves, and one Faker to veto.
- "international lay-ers of flavor" (Friday, August 14): Lay's sells chips in over 25 countries. Grab twelve flavors that exist somewhere on Earth, and stop before you snack on the Faker.

Fakerz Dozen is free to play at fakerzdozen.com. Screenshots, artwork, and this release are at fakerzdozen.com/press.

About Fakerz Dozen

Fakerz Dozen is a free daily game created by J.W. Crump and Andrew MacDowell. Every weekday it publishes a new "dozen": a category with twelve real answers and one Faker, playable in about a minute. A monthly leaderboard tracks scores, and a rotating room of credited guest writers supplies the puzzles. Crump has written for NBC, TBS, VICE TV, the CW and worked alongside Whoopi Goldberg's production company; MacDowell is the founder of Pincast and leads the game's technology. Current recurring writers include J.W. Crump, Jon Foster, Kevin Gilligan, Matt Leonard, Meghan O'Malley, John Xavier Miller, and Garrett Mitchell. Play at fakerzdozen.com.

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