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Fakerz Dozen Passes 11,000 Players, Without Buying a Single Ad

The free daily trivia game has published 95 dozens since July 1. New this fall: a Halloween look and a Harvest look, donut boxes drawn to match, and ten favorite dozens to play in a row.

BROOKLYN, N.Y., November 10, 2026. Fakerz Dozen, the free daily trivia game from TV comedy writer J.W. Crump and Pincast founder Andrew MacDowell, has drawn more than 11,000 players since its July 1 launch, with zero ad spend. It passed its first 1,000 players in July.

Every weekday at 8:00 a.m. Eastern the game publishes a new "dozen": a category and thirteen answers. Twelve are real. One is the Faker. Each real answer tapped adds a donut to the box players share when the round ends, and tapping the Faker ends it on the spot. There's no app and no sign-up, and a round is quick: half of them are over in 34 seconds or less.

The game has published 95 dozens, one every weekday since launch. Of the players who have tried it, 1,758 have come back on a second day and 618 have played on five or more days. A monthly leaderboard tracks the regulars.

The dozen for Tuesday, November 10, "a job to die for," shows how a round goes. Its intro cites the Bureau of Labor Statistics (5,070 Americans died on the job in 2024), then asks players to tap the twelve "deadliest ways to make a living" and avoid "the relatively safe Faker."

New since August:

- A look for the season. The site took on a Halloween look in October and a Harvest look in November.
- Donut boxes to match. Crump, who hand-draws the box-of-donuts scorecard, drew a new set for each look. October's box held a black cat, a jack-o'-lantern and a spider. November's holds a turkey, a slice of pie and an apple.
- Ten dozens in a row. A special edition for first-time players: ten of the team's favorite past dozens, played back to back at fakerzdozen.com/g/dozen-dr6qlzyz. The ten include "mountain did," "scents-ible celebs" and "dogs in disguise."
- Admire my dozen. After the day's round, a signed-in player can look back at the finished board: every answer in place, the ones they found, and where the Faker was hiding.

A rotating room of guest writers supplies the puzzles, each credited by name on the day their dozen runs. 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.

"Ninety-five dozens in, there's still 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 still 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. "More than 1,000 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."

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. Play at fakerzdozen.com.

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