

PICK-UP LINES

Cards give you 52 ways to find love

*2 S.C. women come up
with something for all
you tongue-tied singles*

BY MARK PRICE
Staff Writer

If you haven't been to a singles bar lately, let us refresh your memory.

Imagine a place where it's always dark, always smoky, always later than you think. Women stand around. Men stand around. Drinks sweat. Cigarettes burn between twitchy fingers. Bad pickup lines fly past you and hit the ground.

Sound uncomfortable?

It can be. But two Greenville, S.C., entrepreneurs, Christa Sorauf and Lesley Johnson, say they have a way to make things easier: A game called 52 Card Pick Up, which offers singles a chance to send over a witty card when they're stumped for the perfect pick-up line.

Examples among the 52 include:

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Singles from 1G

"Boxers or briefs?" "My night just got a lot better," "Is that your boyfriend?" "I have a great set of (fill in the blank) and I'm not afraid to use them" and "Please rescue me!"

To find out how the two advertising industry vets did their research, we talked to Sorauf:

Q. What inspired this?

While waiting for a table in a restaurant... we watched a table of men send over round after round of Cosmopolitans to a table of women, but the men never got up the nerve to talk to the women. That's when we thought "What if they had a really cool card that they could send over to break the ice?"

Q. Are either of you two single and naughty?

We're both married with children. However, as this business takes up increasingly more of our time, we may soon need to use the cards ourselves. As for our husbands, they loved the idea but thankfully didn't ask for samples.

Q. Were there clinical trials?

We used extensive research with target market groups in the scientific setting of bars. Group A experienced bouts of euphoria from increased introductions as a result of using the cards. Group B, the control group, was observed to be frustrated as they were unable to make any introductions using their own cheesy lines.

Q. So if you were in a bar tonight, what card would you send over first?

My favorite is "I run with scissors." It lets a man know I'm adventurous and ready to take risks.

Q. And what drink would you send over with it?

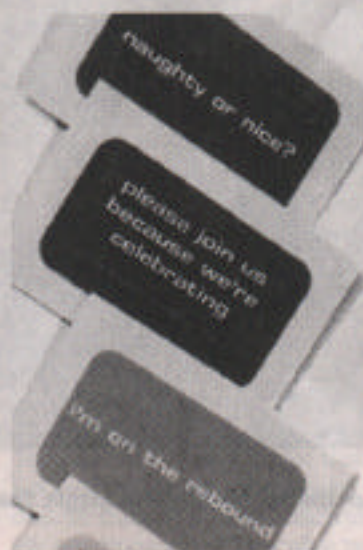
Something fun and flirty with a twist of humor, like an apple martini or a black and tan. If you want to totally annihilate someone's inhibitions, send over a B-52 shot.

Q. What were some of the sayings you rejected for cards?

Anything related to zodiac signs and etchings.



PHOTO COURTESY OF CHRISTA SORAUF AND LESLEY JOHNSON
Christa Sorauf (left) and Lesley Johnson of Greenville, S.C., invented 52 Card Pick Up, a game that makes flirting fun and easy.



Card Sharks

52 Card Pick Up comes in four decks: classic collection, collegiate collection, dude deck and babe box. Packs are sold for about \$6 each at Paper Skyscraper, 333 East Blvd., Charlotte, or online at www.play52cardpickup.com.

Q. What card do you predict will work the best?

the fill-in-the-blanks because you can personalize them. ...The key to success is that you have a sense of humor.

Q. What should a single person interpret from getting a card sent back ripped in half?

The person (who sent it back) is seriously lacking a sense of humor.

Q. If you were single, wouldn't you think a guy was a wimp if he didn't come over to talk?

I hope that he would come over, once he has broken the ice by sending a humorous or complimentary card.

Q. Finish this sentence: If this card doesn't work for you, I'd suggest you ...

try the other 51 cards. If those don't work, find a cave.

CORRECTION

An article in the May 11 Carolina Living - "Elk Woman of the Smokies" - gave the incorrect undergraduate college program that wildlife biologist Jennifer Dobey originally pursued at Clemson University. The program was preveterinary.

We want to know if you find an error in The Observer. Call us at (704) 358-5040.

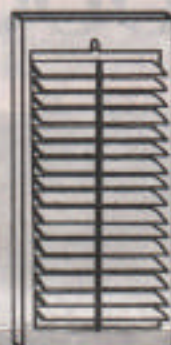
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