

Rules of Play:

Daily Play:

1. The game runs from 7:30 AM to 11:30 PM each day. You can play anytime within those hours. At the start of each day, you will receive a text asking you to text back when you're ready to draw.
2. You can text whenever you want to start the first phase: **Drawing Your Card**. When you respond saying you're ready, you will be guided through selecting a card for the day, which will provide you with that day's quest.
3. After you've drawn your card, you'll be given the info you need to receive the quest for that card at www.welcometothetheendgame.com. You'll be reminded of that site, but you might want to bookmark it in preparation.
4. Once you've drawn, you can **Play Your Card** whenever you want during the day. You can play immediately after you draw, or you can mull the quest over and/or wait til you're at a particular place before completing it – whatever works for you.
5. The daily quest is the heart of the experience. The 15 minutes of gameplay we've requested of you each day is the amount of time each of these challenges can be completed in. Many of them could take longer if you want to dive deeper, and often they are accompanied by links or info that offer you a chance to further enrich your experience if you have the time and desire to do so, but these are auxiliary to the primary gameplay.
6. After you've played your quest, the final step is a brief **Reflection** instigated by texting back something about your quest. You'll learn more about this part as you begin; it is heavily responsive to your play style.
7. Though it's not a required part of the game, you are welcome and encouraged to keep notes or journal about any part of your experience, even when not explicitly guided to do so. Other journeyers have found that a rewarding way to process and remember their explorations.

Additional Gameplay Guidelines:

- On any day you can text PASS and that will be a signal that you can't play today or can't finish a card you've started.
- On any day you can text STOP and that indicates that you want to end the game entirely. Know that if you text either of these words, *The End* will follow up to confirm your choice.
- The game will also check in with you if you go completely without contact for a full play day.
- The End is a prompt responder via text message. So, if you ever text and don't hear back within five minutes or have any other reason for technical concerns, you can contact us out-of-game at this email, swimpony.theend@gmail.com .
 - We have seen after extensive experimenting that **Google Voice** sometimes drops text messages or exhibits long delays. If you are using a Google Voice number to play the game, be aware of this possibility and alert us if you're worried you might be missing messages. If you want to change your provided phone number for this reason, just let us know and we're happy to make a change.