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Currents..

## It's rock, paper, no, it's scissors

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It wasn't enough for A.J. Simanglatt of Philadelphia to win free chips and queso when he beat the California Tortilla cashier at a game of Rock, Paper, Scissors, he wanted the whole enchilada – which he got when he defeated 512 contestants from across the MidAtlantic region to become the champion of the "World's Largest Rock, Paper, Scissors Contest." The final rounds of the championship game were held before a concert in Maryland by the Steve Miller Band and rocker Joe Cocker.



The game, in case you didn't play it as a child, involves two people simultaneously forming their hands into one of three poses. Rock beats the person imitating scissors, but not paper, which can wrap around the rock (I know, I know, but we didn't make up the rules, we just follow them). Scissors beats paper, but not rock.



The ingenious marketing campaign helped drive traffic into the quick-service restaurants. For six consecutive Wednesdays during the summer, customers could challenge the cashier to the game. Winners won the free chips and queso; losers received a 50-cent coupon for their next visit. California Tortilla officials are attempting to get the contest entered in the Guinness Book of World Records.

"I would be very sad if we didn't make it. We worked hard on this," one of the PR people confessed.



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