OIL SPILL CLEANUP: YOU VS. EXXON

By - Laurie Kretchmar
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(FORTUNE Magazine) – So you still think the oil giant botched the job after the Exxon Valdez ran aground? Here's your chance to do better -- On the Rocks: The Great Alaska Oil Spill, a board game invented by Richard Lynn, 26, a Valdez bartender and part-time worker in the cleanup after the big spill. Each player gets a piece of genuine Prince William Sound rock to move along 200 miles of oil-covered coastline while wrestling with two constraints: 25 weeks to do the job and a limit of $250 million in play money to spend on the effort. The winner: the first to complete the course with time and money to spare. Exxon spent $2.2 billion over 20 months. Lynn and his two co-investors put $6,500 into making 2,000 games and have sold 1,300. They offer On the Rocks via mail order at $16.69, the hourly wage that Exxon's contractor paid most of its cleanup workers.