Informal learning including storytelling and game elements can be alive and entertaining, engaging and challenging. It evokes students’ curiosity and imagination, and builds up their intuition. Not only is it the best approach in teaching math to small children but often a very successful way to open minds of adult learners with math anxiety and insufficient math background. This is the strategy that gives to many of our college students a rare chance to reconsider their negative and skeptical attitude to mathematics, the chance to appreciate its elegance, power, and harmony. While being the most pleasant and enjoyable way for students to learn, it requires a lot of eagerness, enthusiasm, and creativity on the part of their instructor. We would like to share with the audience our new findings, methods, and approaches. (Received May 31, 2019)