



PRESS RELEASE

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## Ty® and Tactic Team for Beanie Boos Games

Grantsville, MD - (July xx, 2015) – Tactic Games USA today announced the availability of its line of new games featuring the classic Ty® Beanie Boos.

In an exclusive licensing agreement with Ty, Inc., Tactic Games is offering a line of preschool and children's games featuring the adorably cute Beanie Boos branded character property.

Jay Knox, President of Tactic Games, said, "Ty is the #1 plush company in the world and their Beanie Boos are a perfect property to bring engaging interest and a refreshing new look to children's games. By working with Ty, Tactic was able to develop fun, educational games featuring the Ty Beanie Boos characters that are adored by children everywhere."

A completely original game, The Beanie Boos Friends Game (MARP \$11.99, for 2-6 players, ages 4--8) features the Ty fan favorite Beanie Boo, Peanut the Elephant, who needs help finding all of his plushie friends! The plushies have gotten lost on the game board and Peanut needs help to find them. Different colors and shapes make the task exciting. Players boost their skills and learn about colors, shapes and numbers in a fun way - with the help of the Beanie Boos!



The new Beanie Boos Friends Game is joined by classic games featuring the characters in Ty Beanie Boo dominos, matching and bingo games (MSRP \$7.99 each, for 2 more players, ages 3 and up).

The Beanie Boos Friends game has just been honored with the 2015 [Dr. Toy Best Vacation Products Award](#) and the [National Parenting Publications of America \(NAPPA\) Silver Award](#).

"We're pleased to be recognized by these recent honors for the Beanie Boos Friends game," Knox said. "To be acknowledged by these great organizations, further validates Tactic's goal of providing fun, quality, educational products that parents and children enjoy."

**About Ty, Inc:**  
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### **About Tactic Games:**

Tactic Group® is an international and fast growing developer and marketer of board games in Europe, now launching in the U.S. and Canada. For the past 48 years, the Finnish board game company has provided consumers with innovative, high-quality products that have been warmly received by the public, including award-winning Mølky® and iKNOW®. Their mission is to produce entertaining games that offer moments of genuine delight and entertainment to family and friends the world over. To discover more about Tactic's wide range of games, visit [www.tactic.net/USA](http://www.tactic.net/USA) and get all of the most up-to-date, immediate information by interacting with the company on its social media channels: [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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**For Ty licensing information, contact:**