



## PRESS RELEASE

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## Success of Tactic's Mlkk Means More Outdoor Games

Grantsville, MD - (February 14, 2016) – Tactic Games, the company known worldwide as maker of the popular Mlkk outdoor game, today announced that it is adding two new products to its outdoor activity line.

Debuting at the American International Toy Fair, held in New York City, February 13-16, Tactic Games (Javits Center Convention Center Booth #6245) launches its new Hit 360 and Kubb outdoor games.

Tactic Games president Jay Knox, said, "We're adding to the playing field! Our new outdoor games are not only built for wholesome entertainment, but they also provide a great encouragement to get outside and get a little exercise. Have fun in a casual, yet competitive, game of tossing skills and strategy."

The new games are:

- **Hit 360** (for ages 7 and up) is a fun outdoor throwing game, in which players try to hit the numbered skittles in correct order. The included center stake and measuring string provide a unique element of a 360 degree playing field so that players can toss from any direction. If you can knock the right skittle out of the string's reach, you win it.
- **Kubb** (for ages 8 and up) is what the company is calling "An Outdoor Duel of the Vikings." Kubb is a popular outdoor game internationally, that is now arriving in the U.S. The object of the game is to knock over wooden skittles by throwing sticks at them. Be the player to knock over all of the skittles and the King to win. However, be careful because if you knock over the king before all of the other skittles, your opponent will win.



Based off of Tactics worldwide success of **Mlkk**, one of the most popular outdoor games in the world, Tactic used some of the same components that make its outdoor products so consumer friendly. Like Mlkk, a [Dr. Toy Green Toy Award Winner](#), Hit 360 and Kubb are environmentally friendly, almost entirely made of wood and packaged in their own wooden container or cardboard box. The products are also produced without any chemicals or toxins and the wood components originate from sustainable Finnish forests.

As reference for the popularity of Tactic's outdoor games, Mlkk is an updated version of an old Scandinavian "throwing game" called Kyykk that has been around for hundreds of years. Without age or fitness restrictions, and suitable to most outdoor spaces, Mlkk is an easy, go-to game on any day. All over the world, Mlkk is enjoyed for its casual, easy game play, as well as in serious, top tournaments and championship competitions. Some of the most decorated and celebrated Mlkk competitions have been held since 1997 in Finland. An annual Australian Mlkk Championship has been held since 2010 and several Mlkk association have been founded, including [Finnish International Mlkk Association](#), [Slovak Mlkk Association](#), [French Mlkk Association](#), [Japan Mlkk Association](#), [Czech Mlkk Association](#), and [Sweden Mlkk Association](#). The history of Mlkk is available on [Wikipedia](#)

### **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 49 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 Mlkk, Alias 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](#).