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## USAOPOLY ANNOUNCES LAUNCH OF NEW COLLECTIBLES DIVISION, PROJECT RAYGUN

*Game and licensing industry leader **USAopoly, Inc.** is evolving in to the designer collectibles space with the formation of their innovative **Project Raygun** division.*

**Carlsbad, California—February 18, 2017:** USAopoly, Inc. is pleased to announce the formation of a new designer collectibles division: Project Raygun.

This new initiative from the award-winning game company pairs classic and contemporary brands collector's love with today's coolest artists. The result is a uniquely fun array of collectibles and games, sure to excite collectors and pop culture fans alike.

The development of Project Raygun's new line is well underway, with products expected to be available in Fall 2017. The initial collectibles line, Project Raygun Collectibles, contains vinyl figures and soft props, including new offerings Forbidden Tikis™, Iconauts™, and The Tower Squad™.

"Project Raygun is about tapping into our emotions from our youth when thinking of our favorite toys, movies and experiences," explains VP of Project Raygun, Mike Gonzales. "It's about icons, cultural relevance and the artists that carry on that spirit today."

Whether in 3-inch or 7-inch versions, Forbidden Tikis™ are distinctively retro vinyl figures, straight out of the South Pacific. By partnering with original artists like Derek Yaniger, Forbidden Tikis™ have found a way to be relevant yet nostalgic to the collector community.

Iconauts™ are super posable figures collectors can accessorize with weapons and gear. These simple but stylistic figures are based on pop culture icons and brands, stylistically interpreted on a standard body type that can be customized for each figure. Iconauts™ allows fans to pose and recreate scenes from their favorite movies.

The Tower Squad™ is a series of mix-and-match stackable vinyl totem blocks. Collectors can create their own custom line up of character blocks to show off their favorites and let their personality shine through.

Project Raygun's soft props bring an entirely new take on art, collectibles, and plush thanks to artisan crafter Steff Bomb, who brings iconic items from *Adventure Time*, *Game of Thrones*, and *Destiny* to life for cosplayers and collectors alike.

The tabletop game line, Project Raygun Games, is complete with cards, puzzles, and signature games in partnership with visionary arthouses Mondo Tees and Sideshow Collectibles.

Other exciting licenses joining the Project Raygun launch include *The Golden Girls*, *Cheech and Chong*, *Planet of the Apes*, and more in 2017 and beyond. Project Raygun's lineup of iconic brands, pop culture artists, and award-winning designers is ready to deliver a unique collectible experience.

USAopoly, Inc. and Project Raygun will be at Toy Fair in New York City, February 18-21. The division's inaugural product line is scheduled for release starting Fall 2017. For more information and details on some of the industry's best products, visit [USAopoly.com](http://USAopoly.com) and [ProjectRaygun.com](http://ProjectRaygun.com).

### **About Project Raygun**

*Cutting edge nostalgia, the finest pop art, and a contemporary retro style—Project Raygun offers all this, and more. Our products evoke childhood memories while feeding fans desire for what's been missing in the collectibles and games space—it's pop culture dreams as pulled straight from the minds of fans. We draw on the icons of the past and present as we look to the future.*

*Project Raygun is a pioneering initiative in the collectibles market. By fusing classic properties with original art from contemporary creators like Mondo Tees, Sideshow Collectibles, and Steff Bomb, we gather collectors' dreams and forge them into reality.*

### **About USAopoly, Inc.**

*USAopoly Inc. is a leading developer and manufacturer of board games, collectibles, and puzzles. We've been producing the world's most beloved games "with a twist," under license from Hasbro, since 1994. Our partners include marquee brands and licensors such as Disney, Nintendo, Warner Bros., Cartoon Network, HBO, FOX, and CBS. With the 2009 release of Telestrations®, named the #1 Party Game by Board Game Geek, we launched our original game business. Our portfolio of original games is constantly growing and now includes the award-winning games: Telestrations After Dark®, Lift it! Deluxe®, Tapple®, Rollers®, Nefarious™ The Mad Scientist Game, and many others.*

*USAopoly is serious about fun and games! Our goal is to show our passion through each and every product we make. Our products are created to bring people together to share an emotional connection and make fun, memorable experiences for families, friends, game enthusiasts, fans, and collectors alike.*

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