

CONTACT: KidStuff Public Relations  
Lisa Orman • 608-767-1102  
[Lisa@KidStuffPR.com](mailto:Lisa@KidStuffPR.com)



## RETAILERS HUNTING FOR *THE* FAMILY GAME MUST STOP BY BOOTH 144, ““CAUSE BOOM HAS THE BUZZ”

*The Surprise Hit At ChiTAG, Build Or BOOM™ Challenges Family, Friends To A Rapid Race Of Block Stacking, Then They Go BOOM!*

Salt Lake City, Utah (January 17, 2017) – Any retailer who has attended the North American International Toy Fair knows that there are brand new gems to be discovered for their customers back home. In fact, the fun is in the hunt. But after a few hours of searching, wouldn't it be nice if someone whispered the next-big-thing in play that's waiting in the immense Jacob K. Javits Convention Center? The folks at ChiTAG already have and it's called **Build or BOOM™ (\$29.99)**. Find it in New York at **Booth 144**.



Folks attending the November 2016 Chicago Toy & Game inventors session actually stood in line to play Build or BOOM. It was the first time toy manufacturers and the public had seen the construction themed family game. The amusement came from two players building the same tower of blocks and then one gleefully knocking the other's down! The BOOM is a puff of air, disguised as a pile of dynamite, which the winner employs to knock down blocks! Triumph reigns supreme for the winner and a rematch is most often demanded by the non-winner. Sisters challenging brothers and even Mom versus Dad create hilarious and memorable family moments.

The quickest way to explain this fun--with a capital F--wholesome game is to watch the video (and the expressions on the kids' faces!) at <https://www.youtube.com/watch?v=fgmIONizfCo>.

The rules for a round of play are simple: draw an illustrated blueprint card and then build exactly what you see, as fast as you can. Your opponent will be doing the same thing. Build or BOOM includes 40 building blocks that take the shape of archways, construction cones, 2x4s, I-beams, barrels, stone squares and of course, the foreman. Players build each structure accurately but quickly on the platform that rests on a pillow of air. If you finish first, you get the pride and privilege of smashing your opponent's not-quite-finished tower.

To appreciate the delight of this new game, imagine a round of BINGO where the players are so focused on plotting each square they never consider someone else will be first to shout those five letters. When they hear the word BINGO they feel surprised, and maybe a little disappointed, but still happy for the winner. And they know another game is coming up. Build or BOOM shares the same excitement and emotions at the kitchen table or during a round after school with friends. Sometimes you win, sometimes you lose, but there is always next time!



This no-reading-required game is manufactured by Proto.Toys. Partners Dan Hill and Tanner Yarro make their Toy Fair debut as a guest of their distributor, Continuum Games. They may be new to Toy Fair but they already boast quite a following!

A few months ago the Utah-based duo manufactured a small quantity of Build or BOOM for Marbles, the Brain Store. The retailer wanted to test the toy at all their store locations in the fourth quarter of 2016. The results were empty shelves and a demand for more! In addition to Marbles and other specialty stores around the country, look for a nationwide rollout of Build or BOOM™ at Barnes & Noble in March 2017. Online shoppers can also find Build or BOOM right now at amazon.com.

Customers who were the first to grab the always-entertaining game gushed with their approval online.

“I purchased this item while inside a Marbles: The Brain Store,” wrote a dad who gave the game 5 stars on an amazon review. “There were two lines on the sides of a table with kids ranging from 4+ to adult waiting to take on each other (I was one of the adults in the line). I was instantly hooked! This is a smart and fun game with a mountain of re-playability. I recommend it for kids 4 and above, adult against adult, kid against adult, kid vs. kid, it's just fun.” This dad added a bonus that the game creators may not have considered (!), “my friend and I are going to turn it into a drinking game as well.”

“This game is amazing,” typed another parent via amazon. “I'm a big kid at heart and I freaking loved it. But even more, my kids will not stop playing it! We're going on two weeks now and every day they ask if we can play Build or BOOM! It's simple, straightforward, easy and fun for all ages. I don't know about you but my kids get immense satisfaction out of destroying the hard work and creativity of their siblings. Well *that's the point of this game!!* Ha ha ha, I mean it doesn't get much better.” This mom adds, “This takes the bored out of board game and is a no brainer for anyone with kids looking to have a rowdy good time!”

Ready for fast family action of block building and “blocksplooding”? Sign up for deals and giveaways at their online site and store at [www.buildorboom.com](http://www.buildorboom.com).



#### **Build or BOOM • \$29.99 • Ages 4+**

Stack, stack, boom! This construction-themed game has a big boss looking for the best builders in town. Step in line and see who can be the first to bring the blueprint cards to life. Build your structure carefully but quickly on your platform. If you are the best, then smash your boomer to send your opponents' structure tumbling. This is block stacking and then *blocksplooding*. Kid versus kid and mom versus dad – it's the fun, quick game for all ages. Each game includes over 40 unique building blocks, 30 cards with 3 levels of difficulty, boomers, platforms and of course, fun!

#### **Build or BOOM Expansion Card Pack • \$6.99 • Ages 4+**

Expand or replace with this stack of 20 blueprint cards, plus a sticker pack to create custom cards. This set includes the dreaded Four Hammer Cards!

#### **ABOUT PROTO.TOYS**

Proto.Toys started as a group of guys who, much like Peter Pan himself, have never quite been able to grown up. To us, being young means sharing in a world of wonder, magic and imagination. We believe that a child's imagination is the world's most valuable asset and should never be stifled or trifled with. We will do everything within our ability to protect the world's wonder and defend the imagination. We will never tell you to grow up, get a job, or go inside. Nothing is more important to us than play with family and with friends, and we therefore strive to create innovative toys than spark nostalgia, creativity, and spontaneous laughter. Anything we can do to empower kids, urge them to create and imagine, and help them develop self-confidence is what makes us happy. We admit that our products are made by big kids, for kids! We are the defenders of Imagination. Learn more at [www.Proto.Toys](http://www.Proto.Toys).