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FOR IMMEDIATE RELEASE

**Ravensburger Announces Ravensburger North America Division,
To Include Three Major Toy Brands: [Ravensburger](#), [Wonder Forge](#) and [BRIO](#)**

New division spans toy categories to offer families across North America a rich variety of engaging experiences designed to promote playful development.

Seattle, WA (February 18, 2017)—Ravensburger AG, a leading producer of toys loved the world over and celebrated for its meticulous commitment to detail and unparalleled quality, has officially launched a new division of its global business; Ravensburger North America (RNA). For the first time, three major toy brands—[Ravensburger](#), [Wonder Forge](#), and [BRIO](#)—will reside together under the umbrella of the Ravensburger blue triangle. Spanning the U.S. and Canada, RNA brands will promote playful development through a rich and varied assortment of engaging products. The new division leverages the expertise of each individual brand to offer quality playthings for all ages, in multiple toy industry categories including puzzles, games, wooden toys, arts & crafts, and science kits.

“It’s an exciting time for us as we bring three of the industry’s most respected brands together under one roof,” said Jacobe Chrisman, CEO of Ravensburger North America. “The merger provides a unique opportunity to leverage our combined strengths in order to grow across toy industry categories and offer our high quality play experiences to even more children and families throughout North America.”

Registered media attendees can preview the complete RNA product line-up during [Toy Fair](#), February 18-21, at the Jacob Javits Center in New York, booth #2403.

Ravensburger

Krazy Wordz The word game of making sense out of nonsense!

GARBUNA? What is that!? An Australian marsupial? A brand of chocolate bar? Or perhaps somebody remarkably smart? This crazy word fits only one of the task cards on the table. It may sound or look like it fits multiple cards, but it’s up to you to guess the correct one! In this outrageous game of weird words, you’ll want to put your creativity and quick-wittedness into high gear to win! Ages 10 & up; MSRP \$19.99 / Available Spring, 2017 at specialty and online retail.

Pictopia: Harry Potter Edition

Make family game time enchanting! Showcase your knowledge of the Wizarding World when you encounter 1,000 picture trivia questions featuring the beloved characters, extraordinary places, magical creatures, and enchanted objects from the epic Harry Potter movies.

It’s a game of teamwork—with a competitive twist! Sometimes you’ll work together and other times answer alone, but you’ll wager your points every time! How much you wager will depend on how well you know the pictures on the card, before you hear the question! Along the way are guess-my-answer questions that reveal how much you know about the other players! Ages 7 & up; MSRP \$19.99 / Available Fall, 2017 at mass and specialty retail.

Bidder Up

Farmer wants a cow! Show off your farming prowess in this game of bargaining, bidding and bluffing! Use strategy and your best bargaining skills to increase the value of your farm animals on the one market or during the 10 unique auction events! Be stealthy as you try to trick you opponents during the auction. Collect as many complete sets of animals and earn the most point to win! Includes beginner and advanced modes of play. Ages 10 & up, MSRP \$39.99 / Available Fall, 2017 at specialty and online retail.

Wonder Forge

PJ Masks Team of Heroes: Work together in the night to save the day!

Romeo has created an army of robots that are advancing closer and closer to the PJ Masks Headquarters. In this unique cooperative game, use your beginner strategic skills and superpowers to work as a team and save the day! Ages 4 & up, MSRP \$19.99 / Available Fall 2017, exclusively at Toys R Us.

emoji Linked Up: Connect the Dots...but Don't Get Crossed!

Link up expressive emojis in this fun game of making connections! Start with four links and play them on the board to connect the dots. For each connection you make, you earn cards. Collect more links, play skillfully, and thwart your opponents to get ahead. Be the first to complete a set of cards, and you win! With quick play and compelling strategy, you'll want to link up again and again! Ages 6 & up, MSRP \$14.99 / Available Fall, 2017, at mass retail.

BRIO

Builder Activity Set

What can you do with a hammer, a screwdriver, some wheels, nuts, bolts, and a box full of fun components in interesting shapes and sizes? With the BRIO Builder Activity Set, your child is limited only by her imagination. Designed to inspire open-ended construction play, this set encourages children to build their own ingenious creations. All wooden pieces are FSC-certified. Ages 3 & up, MSRP \$69.99 / Available now at specialty and online retail.

My First Take Along Set

Now even the littlest conductors can play trains anywhere! Designed for toddlers 18 months and older, My First Take Along Set was made for on the go fun. Simply open the special carry-along case, and start your engines. Chunky plastic connector pieces help little hands guide the train onto the tracks, and train car polarity swivels so that cars can be easily attached in any direction. When it's time to go, the train packs and stores neatly in its carry case. Includes My First Engine with bell wagon, train tracks, two patented ramps and carry bag with handle. Additional curved tracks are built into the bag and compatible with BRIO World. Ages 18M & up; MSRP \$39.99 / Available now at specialty and online retail.

Large Pull Along Dachshund

This dachshund was once a puppy but has now grown 50% bigger! Take it for a walk and watch it move like a real-life dog: ears, head and tail swaying as you go along! This is a durable wooden BRIO classic that encourages early walking and coordination. A toy to love and grow with. Ages 18M & up; MSRP \$99.99 / Available now at specialty and online retail.

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About Ravensburger

Founded in Ravensburg, Germany in 1883, Ravensburger is a leading producer of toys loved the world over and celebrated for its meticulous commitment to detail and unparalleled quality. In the U.S., the company is known for its extensive line of puzzles for children and adults, award winning board games, such as bestseller Labyrinth, and its engaging science and arts and crafts kits. To learn more visit ravensburger.com.

About Wonder Forge

Wonder Forge is proud to offer games and puzzles that promote character-inspired play, featuring many of the industry's most beloved licenses. The company has been honored with more than 220 prestigious awards for product excellence, including 5 nominations for the Toy Industry's T.O.T.Y. Toy of the Year Award in the game category. To learn more visit wonderforge.com or find us on Facebook (facebook.com/WonderForge), Twitter ([WonderForge](https://twitter.com/WonderForge)), and Pinterest (pinterest.com/wonderforge).

About BRIO

For over a century, our driving force has been to spread joy among children around the world. We want to create happy childhood memories where the imagination is allowed to flow freely. BRIO is a Swedish toy brand that creates innovative, high quality and well designed FSC® certified (N002103) wooden toys that give children a safe and fun play experience. The company was founded in 1884 and is represented in over 30 countries. To learn more visit BRIO.net.

¹ The Ravensburger “Disney Memorable Moments” received the Guinness World Records title for largest commercially available jigsaw puzzle (by area and by number of pieces) in September of 2016.