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NEW GAME LINE GETS KIDS TO READ-THEN-LEAD
AS THEY DISCOVER THE HEROES WHO BUILT AMERICA

INVICTA Challenge Launches New Games Featuring Civil Rights Leaders,
Explorers & More At The 2016 New York Toy Fair

LOS ANGELES, CA - January 27, 2016 Hot on the heels of its recent award-winning launch, INVICTA Challenge will unveil four new leadership-and-learning games at the New York Toy Fair on February 12-16. The company, co-created by a veteran Marine and a former teacher, combines action-packed video games, graphic novels, maps and more to tell true leadership stories. Planned new games will follow the lives of heroes such as Harriet Tubman, Theodore Roosevelt and the Apollo astronauts and challenge kids to make the decisions that these leaders faced.

INVICTA Challenge’s award-winning, literacy-based games inspire kids to read and then lead. Children ages 8 to 14 immerse themselves in historical situations, making decisions that determine success or failure. The company’s first game, Flash & Thunder, based on the true story of a Native American paratrooper on D-Day, launched at national retailers in November 2015 and immediately received outstanding reviews for its interactive and innovative content.

The concept behind INVICTA Challenge came from husband-and-wife team, Jim and Laura Murphy. Jim, a former Marine who went on to a successful career in the toy industry, and Laura, a former teacher and social worker, wanted to create a product that encourages literacy, teaches history and fosters leadership.

“We want kids learning about heroes and leaders who can inspire them to their own greatness in a fun and compelling way,” explains Murphy who previously held senior roles at Mattel and Spin-Master. “INVICTA is an acronym for seven key leadership traits: Integrity, Nobility, Valor, Initiative, Curiosity, Tenacity and Accountability. These traits are infused with every story. Our stories are highly visual and contain plenty of action and adventure.”

Kids discover all of these traits as they play INVICTA Challenge’s games. In Flash & Thunder, kids play the role of real life hero Turner Turnbull, a Native American paratrooper, on D-Day. The game includes a 108-page graphic novel written in a reader-chooses-the-outcome format, two detailed maps and an operations packet with 15 engaging cards that feature information about Allied and Axis forces, their equipment and other scenarios to complete the mission.
INVICTA Challenge games tie to a free-to-play mobile and desktop strategic game series. In the Apollo 11 game, for example, kids must to build their own rockets and landers to get their astronauts to the moon.

"Since we are trying to focus on encouraging a passion for reading first and foremost," explained Laura Murphy "we designed our video games so that kids must read all the materials in order to successfully play them."

INVICTA Challenge’s first game, Flash & Thunder, received wide praise for its success at combining literacy, leadership, and history into an action-packed experience for kids. It was featured in national media, including Fox & Friends, which pegged it as "a cool new concept...history, fun and digital mixed in."

The game also quickly earned a Mr. Dad Seal of Approval Holiday Award as "absolutely fascinating—a marvelous way to learn about history and leadership," and was included in numerous gift guides, including Parade Magazine’s holiday gift guide, which commented "this game will inspire kids to read...while building leadership skills."

INVICTA Challenge is now unveiling a new line of games at New York Toy Fair featuring other heroic Americans. Upcoming games include stories about Harriet Tubman, Teddy Roosevelt, Eleanor Roosevelt, the Tuskegee Airmen, the Apollo astronauts, and others. Adds Laura, "We are really excited to give kids the opportunity to walk in the shoes of American leaders from a wide range of time periods. Where else can they get the chance to make decisions faced by real-life heroes?"

As with Flash & Thunder, each forthcoming game includes an interactive graphic novel written in a reader-chooses-the-outcome format, maps, and a mission preparation packet providing maps, diagrams, cards and more that provide the historical context needed to make the decisions in the graphic novel. They also tie to free digital strategy games that extend the role-play experience.

"We want to get kids inspired to do great things in their own lives," explains Murphy. "That’s what INVICTA Challenge is all about."

INVICTA Challenge is showcasing it’s leadership decision games in Booth 5746 at the New York Toy Fair this February 13-16, 2016.

ABOUT INVICTA CHALLENGE
Jim Murphy, a former Marine Corps infantry officer with extensive experience in the toy and video game industries, created INVICTA Challenge. After serving in Iraq, Murphy’s civilian career path took him to progressive brand leadership roles at Mattel, Activision-Blizzard and Spin Master. He started INVICTA Challenge with his wife, Laura, a former schoolteacher and non-profit executive. INVICTA Challenge is an entertainment brand with a mission—to tell stories that motivate kids to reach their greatest potential and gain respect for American leaders. For more information, visit invictachallenge.com.

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