



## NEWS RELEASE

TOY FAIR BOOTH 2817

**FOR IMMEDIATE RELEASE**

PR Contact: Annika Harper  
Blue Orange Games  
415.252.0372  
pr@blueorangegames.com

### Blue Orange Games to Debut Engenius, a New Line of Construction Toys at Toy Fair 2013

San Francisco, CALIFORNIA | January 16, 2013 – Blue Orange Games is soaring into new territory. Makers of tabletop games geared towards families for over a decade, the San Francisco based company is expanding to toys. They will debut their new line of wooden construction toys called Engenius at the 2013 New York Toy Fair.

The Engenius collection includes three different aviation sets: Helicopter (28 pieces), Airplane (40 pieces) and Spaceship (29 pieces). The name is taken from “engineer” and “genius,” which reflects the plan and build concept behind the line, in addition to the many cognitive and motor skills exercised through play.

With each set, little builders age four and up can create the dozens of models shown on the included design sheet. There are no step by step instructions so kids discover how to assemble the models through playful experimentation, which develops convergent and divergent thinking skills. Builders are sure to invent their own as they are not limited to the designs on the sheet.

The interchangeable pieces are easy to screw, push and bolt together into endless configurations. The completed models stay together well so kids can actually play with it. Engenius truly lets you build your own toy! Disassembly is a breeze for hours of building and rebuilding.

“What sets Engenius apart from other construction kits is its remarkable quality and aesthetic appeal. The perfect geometry, the smooth edges, the fine woodwork of the screws—the attention to detail in the manufacturing is immediately noticed,” says Julien Mayot, President of Blue Orange Games. The polished, rounded pieces are painted with a striking contrast of bright colors on sustainably sourced wood.



Blue Orange is no stranger to wooden products, having built their reputation for quality and environmental responsibility with their line of wooden games. As a part of their eight year running Tree Campaign, two trees will be planted for every tree used to create the Engenius toys as well as their other wooden games.

All three sets are compatible with one another so the design possibilities are as open as your imagination. Once you have all three, you can build a large robot model using over 90 pieces. More details are inside each set.

“We are very excited about this new collection and already have big plans for expanding it later in the year,” says Julien Mayot.

Visit Blue Orange Games at Toy Fair booth #2817 to experience Engenius and discover 5 new game releases.



### **ABOUT BLUE ORANGE GAMES**

Thierry Denoual and Julien Mayot founded Blue Orange Games in 2000, naming it after the Paul Eluard surrealist poem, “The Earth is Blue like an Orange.” Since Blue Orange Games’ beginning, Gobblet has sold over 1 million units, and has been joined by a whole catalog of 30 simple, yet challenging games for all ages including Spot it!, a best-selling game in the specialty market. Blue Orange can be found on the shelves of major US retailers, such as Barnes & Noble, Toys R Us, Target and Michaels, with the heart of their business in over 3,000 specialty toy stores.

Blue Orange Games is committed to planting two trees for every one tree used in the creation of their games. They partner with Pur Projet to calculate and offset the carbon footprint of their annual road trip, planting additional trees in the Amazon. In 2007 they became the proud first recipient of Dr. Toy’s Green Company Award. Looking towards the future and with an eye for constant improvement, Blue Orange is steadfast in their mission to bring HOT Games to a COOL Planet. Blue Orange Games is based in San Francisco. For more information about the company, go to [www.blueorangegames.com](http://www.blueorangegames.com).

**PR Contact: Annika Harper / 415.252.0372 / [pr@blueorangegames.com](mailto:pr@blueorangegames.com)**

###