

**FINAL**

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## **USAOPOLY'S PROJECT RAYGUN TO COLLABORATE WITH STEFF BOMB**

*Project Raygun, USAopoly's new designer collectibles division, is announcing a collaboration with artisan crafter Steff Bomb, which will see soft prop and plush creations from some of the hottest licenses around.*

Carlsbad, California—February 18, 2017: USAopoly, Inc. is excited to announce a collaboration between the company's Project Raygun division and Steff Bomb, an artisan plush crafter based in Los Angeles.

This new partnership will take Steff's creations out of art galleries and television series— like TLC's *Craft Wars*— and put high end, soft prop plush collectibles into the hands of collectors, cosplayers, craft enthusiasts, and pop culture fans alike.

For Steff Bomb, crafting props came naturally at an early age—she supplied her siblings' collection as a child, lending their imaginary detective games a supply of prop weapons and accessories. Skipping forward in time, she hasn't given up the weapons, just changed materials and audiences.

"It came full circle," Steff says of her life now in comparison to childhood, crafting props for her world of make-believe. "I love sewing and making things, and now I get to make the things I love," Steff continues. "Working with Project Raygun is a complete dream come true. This toy line is a total labor of love and I couldn't be more excited to share it with everyone."

"We are thrilled to partner with Steff to create exciting new products that will speak to a whole new generation of collectors," said USAopoly's Creative Director, Luke Byers.

"Steff is one of us, the passionate fan growing up in pop culture and now creating these cool collectibles for fellow fans," said Mike Gonzales, Vice President of Project Raygun. "The same passion can be seen in each piece, every detail, every stitch... you simply can't help falling in love with each soft prop. That is the key ingredient in the success of Project Raygun and Steff is helping us to find our voice, we couldn't be happier to have her as a partner."

Steff will be working to bring the legendary Gjallarhorn rocket launcher—from Bungie's *Destiny*—to market in late 2017, for all the loot-obsessed Guardians (as the players of the game are known) out there.

Of course, it's not all about the explosions. Project Raygun's line of soft prop collectibles will include Steff's designs for properties like *Adventure Time*, *Game of Thrones*, John Carpenter's *The Thing*, and more.

If Valyrian Steel seems a bit harsh, collectors might consider a softer cut—Steff's version of the Catspaw Blade from HBO's *Game of Thrones* looks killer, but has plush filler. Cartoon Network fans will no doubt enjoy chilling out with an *Adventure Time* plush modeled after Marceline's Bass. Or, if you want to heat things up, why not curl up next to a plush Flamethrower from John Carpenter's *The Thing*?

Project Raygun is the bridge from Steff's childhood dreams to her adult reality. And to say she pinches herself daily is an understatement.

"This collaboration is like Project Raygun handed me my dream on a silver platter," continues Steff. "It was hook, line, and sinker a perfect fit—a no-brainer. They trust me to make my versions of things."

Steff Bomb and Project Raygun are just getting started. The line will be available for purchase online at [ProjectRaygun.com](http://ProjectRaygun.com) in Fall 2017.

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, visit [USAopoly.com](http://USAopoly.com). Visit Steff Bomb's site at [SteffBomb.com](http://SteffBomb.com).

### About Steff Bomb

*Steff Bomb is an LA-based artisan crafter who specializes in plush design. A self-taught creator, she discovered her love of plush in 2004 while reading an article about an all plush art show in Chicago.*

*Steff's craftsmanship centers around soft props and plush characters with a boutique-quality spin. Using primarily felt, among other fabrics and materials, Steff's unique take on plush has pushed the boundaries of what a plush piece can be, all the while redefining the collectible soft prop category. Drawing from highly recognizable pop culture brands, she conceptualizes iconic items and characters— that may not be initially associated with plush— to create a unique, high-end style.*

*Steff Bomb's art has garnered her both recognition and accolades. She's won TLC's Craft Wars, appeared on MarthaStewart.com, been featured on Etsy, and was awarded Chicago Reader's Best of Chicago "Best Indie Crafter" from 2011-2014.*

### 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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Media Contact:  
Jackie Miserany  
Marketing Manager, USAopoly & Project Raygun  
jmiserany@usaopoly.com  
5607 Palmer Way  
Carlsbad, CA 92018  
760-431-5910 x246