

BRIGHT of Sweden announces World Launch of GeometryStrategy® at NY ToyFair

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BRIGHT of Sweden are happy to announce the launch of the new board game Geometry Strategy® will be at the ToyFair 2016 in New York.

Geometry Strategy® is a strategic board game where the first player who places their Sphere on the board's Bullseye is the winner. Now, how hard can that be? Well, imagine having 1,2 or 3 opponents trying to stop you and take you out of the game, and your Sphere has no defense...

Playing Geometry Strategy®, you have 9 beautiful and characteristic pieces beside the Sphere to support your Sphere and to attack the other players' pieces. These are your soldiers on the board. On the board, there's a Red Zone; this is where the magic happens. Entering the Red Zone means you can change the conditions for the game. Completely. You have to be smart about entering though; this move can make you or break you.

"I have played Geometry Strategy and it is really a great game. Just when you think you're on top of your game, the conditions change. That's what makes this game tricky and also fun; you can never sit back and just be safe" said Daniel, aka Red Zone guy, after a game night.

"Geometry Strategy® looks like a classic board game, but it has that 21st century touch. It's strategic and tactic, and there's the fact that the element of chance when entering the Red Zone ensures you'll never have the same game play. Ever." Anna Kristensson, Marketing Director at BRIGHT of Sweden says. *"All players are engaged at all times, since every move can force you to re-consider your strategy. Each turn you make important choices."*

Geometry Strategy® is for 2 to 4 players aged over 12. It takes approximately 15-60 minutes to play. The good looking game box includes 1 game board, 4 sets of 10 playing pieces, 4 Challenge Ranking Lists, 15 Red Zone cards and 1 Instruction sheet.

Geometry Strategy® is available from February, 2016.

For more information you are warmly welcome to visit our website at: www.gamesofsweden.se

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BRIGHT of Sweden and Geometry Strategy®

Geometry Strategy® is published and designed by BRIGHT of Sweden. BRIGHT of Sweden was founded in 2005. Pernilla Molander, CEO, and Anna Kristensson, Marketing Director, started the business and are still running it. Since 2011, the company is located in Åby. BRIGHT of Sweden's core business has been educational products from the start. The Founders were appointed Women Inventors of the Year in 2007 for their BRIGHT Atom; an atom model for the science classroom.

The thing is; the founders have always had so many ideas of new products and some of them are just not educational. They are just plain fun. So that's how the game ended up here; some of these ideas were just too good to have only the founders' families to play!

The idea of the Geometry Strategy was born years ago, on a cold Swedish winter's day. The first shapes to the game that now is the pieces were actually made of snow! Today the game is way more sustainable and after the launch at the NY ToyFair, the Geometry Strategy® is available for orders.

All rights and Registered Trademark are the property of BRIGHT of Sweden.

It is design patented in USA and in the EU.

For more information and to reach material, please visit www.gamesofsweden.se/press

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NY ToyFair February 13th-16th

Come play and visit us in
Launch Pad area # 4869F

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