



**Gale Force Nine, a Battlefront Group company, in partnership with Twentieth Century Fox Consumer Products announce the release of *Firefly: The Game* at New York Toy Fair 2013.**



Work in Progress. Image not final.

*“After the Earth was used up, we found a new solar system and hundreds of new Earths were terra formed and colonized. The central planets formed the Alliance and decided all the planets had to join under their rule. There was some disagreement on that point. After the War, many of the Independents who had fought and lost drifted to the edges of the system, far from Alliance control. Out here, people struggled to get by with the most basic technologies; a ship would bring you work, a gun would help you keep it. A captain's goal was simple: find a crew, find a job, keep flying.”*

– Shepherd Derrial Book

**Earlsville, VA (February 11, 2013)** - *Firefly*, the popular television series created by Joss Whedon, comes to life in a new boardgame from Gale Force Nine and Twentieth Century Fox Consumer Products. Compelling characters, great storytelling and an evocative universe has made *Firefly* a fan favorite for the past ten years. Now fans of the television show and board games can chart their own course with *Firefly: The Game*, arriving on store shelves Fall 2013.

In *Firefly: The Game*, players captain their own Firefly-class transport ship, traveling the ‘Verse with a handpicked crew of fighters, mechanics and other travelers. As a captain desperate for work, players are compelled to take on any job: so long as it pays. Double-dealing employers, heavy handed Alliance patrols and marauding Reavers are all in a day’s work for a ship’s captain at the edge of the ‘Verse.

*Firefly: The Game* is a high-end, thematic tabletop board game from Gale Force Nine (GF9). It will be the first in a series of tabletop hobby boardgames and miniatures games from GF9 set in the Firefly Universe.



Work in Progress. Images not final.

“Building on the success of *Spartacus: A Game of Blood and Treachery*, we're thrilled to be making a game that evokes the heart and themes of *Firefly* - the best ‘gorram’ show in the ‘Verse.” said John Kovaleski, CEO of Gale Force Nine, “With challenging game play, fantastic production values and compelling narratives, you and your fellow captains will want to head out into the big black again and again”.

“We’re pleased to be working with Gale Force Nine to bring a new board game to the devoted fans of *Firefly*. *Firefly: The Game* is innovative and remains true to the spirit of the popular series” stated Jeffrey Godsick, President of Twentieth Century Fox Consumer Products.

Learn more about game at [www.galeforcenine.com](http://www.galeforcenine.com) and follow the game’s development at <http://www.facebook.com/fireflyboardgame>.

#### **About Gale Force Nine:**

Gale Force Nine, LLC. (GF9) is a game company focused on making thematic, engaging games and premium gaming accessories. In addition to the highly acclaimed boardgame *Spartacus: A Game of Blood and Treachery*, released in 2012, GF9 produces accessories, miniatures and terrain for use with *Dungeons & Dragons*, *Flames of War* and many other popular miniature games. Started in 1998, GF9 is located in Earlysville, Virginia. Gale Force Nine is a wholly-owned subsidiary of the Battlefront Group. Visit [www.galeforcenine.com](http://www.galeforcenine.com) for more information.

#### **About Twentieth Century Fox Consumer Products:**

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

---

---

#### **CONTACTS:**

John Kovaleski  
Gale Force Nine  
434-978-7080  
john@gf9.com

Cynthia Pascoe  
Twentieth Century Fox Consumer Products  
310-369-2492  
Cynthia.Pascoe@fox.com

Daniella Apfel  
Bender/Helper Impact  
212-689-6360  
daniella\_apfel@bhimpact.com