

### Summer fun with HABA: Captain Pepe and his animal crew at the beach on Usedom

**Bad Rodach, July 2023** - From August 4 to 13, HABA is transforming the holiday island of Usedom into a huge adventure playground for children. **New children's game Captain Pepe, Treasure Ahoy! will be coming along to join the fun.**



Under the motto "play creates happiness", experienced game experts Heiner and Sieglinde Wöhning are hosting the beach event "Spiel(t)raum am Meer" (games by the sea).

At the fishing beach Heringsdorf, HABA is offering pure, unadulterated summer fun for the whole family. In the life-sized game, the children become the play figures, so they can immerse themselves in the world of Pepe the parrot and slip into the roles of various characters. Movement comes into play in the Captain Pepe dance, and at the underwater world photo station you can capture your fun memories to take home with you. Game fans who want to continue playing at home have the chance to purchase Captain Pepe, Treasure Ahoy! as well as other HABA games there and then.

#### Boredom? No way! A legacy game for the whole family

Captain Pepe and the whole family head off on adventures across the world's oceans! What makes the legacy game so great is that players of all ages can influence how the game progresses, for instance by opening treasure chests. Players experience an exciting story in

25 chapters that build on each other. The really special highlight – the whole adventure is also available as an audio file to listen to. Find out more about Captain Pepe, Treasure Ahoy! [here](#).

"There's a fantastic game idea behind Captain Pepe, Treasure Ahoy! I am proud of the team for transforming simple game mechanics into a big, unpredictable, and exciting adventure. So grab an oar and let's go!", says Stefanie Frieß, Sales and Marketing Director.

### **Nominated for the German Toy Award**

Captain Pepe, Treasure Ahoy! is nominated for the German Toy Award. The prize, which used to be called the "Golden Rocking Horse," has been awarded by the family magazine "familie&co" for 20 years and is the only award for toys voted for by consumers in the German-speaking region. The final decision is made by a jury of editors, parents, children, educators, and representatives from the German Toy Industry Association.

### **About HABA**

HABA has made it its mission to bring joy to children. At the same time, children develop abilities such as social skills, fine motor skills, and communication skills as they play. HABA products allow children to develop at an age-appropriate level and without pressure. HABA accompanies babies and toddlers in all their individual developmental stages with high-quality toys. The Terra Kids outdoor products make adventures and excursions in nature twice as much fun. And HABA games guarantee fun for young and old. HABA supports children and their families. Every day. From the very start. For a lifetime.

### **About the HABA FAMILYGROUP**

For 85 years, the [HABA FAMILYGROUP](#) has been enriching families and institutions with high-quality products in the core areas of family life, playing, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA, JAKO-O, and HABA Pro. The HABA FAMILYGROUP, based in Bad Rodach, has been family owned since its establishment in 1938 by Eugen Habermaass.

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