

### HABA beach event delights children and families on Usedom

**Bad Rodach, August 2023.** The large HABA octopus at Heringsdorf fishing beach could already be seen from far away. The toy manufacturer from Bad Rodach had set up its tents on the beach nearby. **True to the motto "play creates happiness"**, HABA was part of the beach event "Spiel(t)raum am Meer" (games by the sea) from August 4 to 13.



In addition to the game highlight of the year **"Capt'n Pepe, Treasure Ahoy!"**, which caused a lot of excitement as a **floor game in the sand**, games fans big and small could try out HABA classics like "The Orchard" and "Karuba" and take them home with them there and then.

"It's always wonderful to be close to the children and to see the effect that playing has on them. The children were especially **excited and delighted** by our floor game Capt'n Pepe, Treasure Ahoy! at the Heringsdorf beach event.

The beach event is a valuable experience for us in two regards: HABA was part of it, and many children kept coming back, with their parents in tow, and spent many **playful family moments** with us. Happiness is child's play, after all," says Stefanie Frieß, Sales and Marketing Director.

#### **"Capt'n Pepe, Treasure Ahoy!" – A legacy game for the whole family**

Capt'n 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.

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



## PRESS RELEASE

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Capt'n 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 also develop abilities such as social skills, fine motor skills, and communication skills. 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. With HABA games, fun for young and old is guaranteed. HABA supports children and their families. Every day. From the very start. For a lifetime.

### **About the HABA FAMILYGROUP**

For over 80 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 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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