

Experience unique adventures with Captain Pepe: HABA develops a game with an immersive auditory experience.

Bad Rodach, August 2023- Together with friends and family, young game enthusiasts aged 6 and above can create their own adventure journey with the first-ever legacy game! In addition to the novel fun for the young pirates, HABA offers a unique listening experience with the highlight game: with an exclusive song, audio drama, and dance, children can dive deep into the world of Captain Pepe!



A brief overview of the game:

- Interactive gaming experience: Thanks to the legacy mechanism, players create an individual pirate world that extends beyond the game board with auditory support in the form of songs and audiobooks.
- Fun on demand: With 25 chapters, you can play as long or as short as you like.
- Sustainability at the forefront: High-quality materials are not destroyed but individually designed for long-lasting fun, making them interesting and multi-faceted.
- Enjoyment for young and old: Suitable for ages 6 and up, fun for the whole family.

For even more fun – even after playing

Before each chapter, there is a short story to lead to the next task. The eager players can either read it themselves or listen to it thanks to the exclusive audio drama! This allows for a deep immersion into the colorful world of pirates.

In addition to the audiobook, there is also an uplifting and cheerful song. The special twist: a HABA player editor is the singer and songwriter.

"During a Pepe meeting, the idea came up for fun that we could make a song. After that, I grabbed my guitar and just started. The lyrics practically wrote themselves because I know Pepe and his friends so well now," says player editor and songwriter Patrick Tonn.

HABA further developed the song idea: The song should be accompanied by children for children. So, a children's choir from a nearby school was hired. The 27 young singers provide goosebump moments and make the song a unique listening experience.

Long-lasting fun guaranteed!

But HABA wouldn't be HABA if more employees weren't inspired by the joy of the game, audiobook, and song! So shortly after the development of the song, their own Pepe dance followed. In this, children can get to know the different animal characters in a unique way! Specifically tailored dance steps are provided for each furry or feathered friend so that young pirates can immerse themselves perfectly in their roles before the game.

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.

There's more to come!

At the SPIEL fair in Essen from October 5th to 8th, HABA will present not only its game novelties but also special features related to Pepe. On-site, there will be activities and live performances that immerse you in the game's adventure world. It's worth a visit. The first visual impressions of the game will be available from September 8th, 2023, on the landing page at haba-play.com.

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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