



10th December 2018

Re:creation Appointed UK Distributor for Far Out Toys' Drone Slayer Brand

Re:creation Ltd has been appointed exclusive UK and Republic of Ireland distributor for Far Out Toys' Drone Slayer brand.

Launching in autumn 2019 with three new items and a slate of original video content, the Drone Slayer property challenges kids everywhere to join the battle against evil invading drones! Taking blaster play to a whole new level, each set comes with a high-powered blaster and a drone that explosively reacts on impact. Players can further immerse themselves in the Drone Slayer world as more action plays out online with a multi-episode YouTube series and interactive website providing training challenges and activities.

“Drone Slayer is truly one to watch. Unleashing something engaging and unique to the blaster world, this concept has real wow factor,” said Adrian Mayes, Re:creation Ltd Sales Director. “The Far Out Toys team bring incredible energy to our industry and this shines through in the Drone Slayer property. Strong product design and innovation is backed up with bucket loads of high quality, engaging content – bring on 2019!”

“We’re thrilled to partner with Re:creation to expand our global strategy for Drone Slayer,” said Keith Meggs, CEO of Far Out Toys. “We are investing heavily in the Drone Slayer IP, and the Re:creation team will help drive both exceptional retail presence and marketing initiatives to contribute to the brand’s international success.”

UK PRESS CONTACT:

Charlotte Bird cbird@recreationltd.co.uk

07974 269148

About Far Out Toys

Far Out Toys Inc. is a rapidly growing force in the global toy marketplace founded on the principles of innovation and the creation of new toys and intellectual properties brought to fruition through partnerships with the most extensive inventor network. Led by CEO and toy industry veteran Keith Meggs, the team brings a new level of engagement and excitement to the industry with a comprehensive approach that includes promotion of new brands with original content and rapidly scaling marketing and content production capabilities. This approach, in combination with its sales team for domestic and international markets, delivers innovative product lines in key areas of expertise including games, vehicles, boys’ action, girls’ activities and more. In 2019, Far Out Toys will introduce an aggressive line-up of new brands with original IP including Drone Slayer, Pulp Heroes, Crash Racers, Far Out Squire and Crazy Critters Games. In addition, the team is partnering with major licensors including the massively popular Ryan Toys Review YouTube channel to offer Ryan’s World versions of its water play items Splash Out and Head Splat. For more information on Far Out Toys, visit www.farouttoysinc.com.

###