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Press Release

ADVENTERRA GAMES WINS PRESTIGIOUS PLAY FOR CHANGE AWARD

On September 19, 2023, the PLAY FOR CHANGE AWARDS, launched by TIE (Toy Industries of Europe), were presented in Brussels for the fourth time and ADVENTERRA GAMES received the GOLDEN PLAY FOR CHANGE AWARD for their game “MISSION OCEAN” in the «Sustainability» category. The game was made available to the markets in autumn 2022.

CONTACT

Thomas Müller
thomas.mueller@adventerragames.com
+41 41 552 55 91

“MISSION OCEAN” from Adventerra Games wins the golden PLAY FOR CHANGE AWARD in the sustainability category.

The Sustainability Award is given to initiatives and/or toys that have a positive overall impact on the environment.



TIE’s Director General, Catherine Van Reeth said, “My warmest congratulations to all winners. You are all champions in the mission of promoting positive change through play and I hope that many more in the toy sector will follow your example.”

The winners in each category were selected by a jury of independent experts chaired by industry expert John Baulch.

John Baulch, Publisher of Toy World magazine and Chair of the jury, said, “I have been chairing the jury of the Play for Change Awards since their very beginning in 2020. And it continues to be so rewarding to see all the toys and initiatives entered. Small and large toymakers across the globe are making impressive efforts to equip kids with key skills and to help them navigate the big issues of today’s world. As a jury, we have no easy task. The decision to give a joint gold award this year in the Life Skills category is a testament to that and to the outstanding contributions made by two toy companies in the same field.”

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“This Play for Change award for our game «Mission Ocean» recognizes a wonderful partnership between The Ocean Cleanup and Adventerra Games in the joint effort to remove plastic from our oceans. I hope this collaboration inspires other organizations to work together to solve our environmental problems. Families who play Mission Ocean reduce their plastic consumption, which reduces the amount of plastic eaten by fish and the amount of microplastic eaten by people eating fish and making the entire ecosystem healthier!”

Bryan Mundell, CEO and Founder Adventerra Games

The jury praised “Mission Ocean”: “The jurors particularly liked the way it raises awareness of an important topic and the connection to a real project. They also welcomed Adventerra Games’ comprehensive commitment to sustainability, which extends to all areas of the company.

Adventerra Games publishes exciting puzzles and games that help children conserve natural resources and save the planet. When playing our simple and fun games, players intuitively learn new behaviors that reduce their environmental footprint. When these behaviors become lifelong habits, players become superheroes for the planet!

The winning game:

MISSION OCEAN

Age : 4+

Price: CHF 29.95 / € 24.95

The sea creatures need our help! In this cute board game, players race to collect plastic waste floating in the waves and bring it to the ship to clean the water and protect sea creatures.

Part of the sales proceeds go to the non-profit organization “The Ocean Cleanup” to directly support their work on the ground.



ABOUT TOY INDUSTRIES OF EUROPE:

The Play for Change Awards are organised by TIE, the voice of the reputable toy manufacturers in Europe. TIE is celebrating its 30th Anniversary this year. The association was founded in 1991 to represent the interests of its members to EU policymakers in Brussels and further afield. We provide information for stakeholders, members and policymakers and provide a neutral platform for discussion and exchange. Our main focus is ensuring that toys are safe for children, but we also work on issues including responsible communications, ethical manufacturing, environmental sustainability, intellectual property rights and trade, the value of play and the importance of toys in helping children to develop and grow.

“Play & Learn, Save the planet” is Adventerra Games’ motto.

Discover all of our board games, puzzles and memories at adventerragames.com.

Follow us on social media channels

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ABOUT ADVENTERRA GAMES :

“Children are like sponges and as they play Adventerra Games games, they learn why and how they can protect the environment. This empowers them and motivates their families to reduce our environmental impact and improve our shared future.” – Bryan Mundell, CEO & Founder of Adventerra Games.

ABOUT THE OCEAN CLEANUP :

The non-profit organization THE OCEAN CLEANUP is developing advanced technologies to rid the oceans of plastic, stem the flow of waste through rivers and clean up what has already accumulated in the ocean. Plastic is then reused to create sustainable products and fund further cleaning, making the entire process circular. For more information, visit: www.theoceancleanup.com.