



# Press release

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## **ASMODEE ENTERTAINMENT AND WELBECK EXPAND COLLABORATION WITH *TICKET TO RIDE* AND *UNLOCK!* PUZZLE BOOKS**

**London/Nottingham, UK.** Following the successful launch of *The CATAN Puzzle Book*, Welbeck Publishing Group and Asmodee Entertainment are pleased to announce that they are expanding this exciting collaboration with further titles based on two more well-known gaming brands from the Asmodee portfolio. This new collaboration will see both Days of Wonder's *Ticket to Ride* and Space Cowboy's *Unlock!* titles join *CATAN* in Welbeck's range of boardgame-inspired puzzle books.

*Ticket to Ride*, from Asmodee's Days of Wonder studio is the award-winning game of cross-country train adventure, with more than 8 million copies sold worldwide. *Unlock!* is a cooperative card game inspired by the hugely popular escape rooms phenomenon, and is produced by Asmodee's Space Cowboys design studio.

"It is fantastic to work on two more projects with the great team at Welbeck. Their puzzle books manage to capture the spirit of the individual games and IPs. The format of a puzzle book casts both into a new and exciting form that draws readers in and keeps them happily engaged. Welbeck is a fantastic partner to work with and we look forward to seeing their adaptations of *Ticket to Ride* and *Unlock!* Soon," says Alexander Thieme, Asmodee Entertainment's Licensing Manager for the project.

The *Ticket to Ride Puzzle Book* will be a narrative trip across continents, and along the way the reader will have to solve 100 puzzles in order to complete the journey successfully. It will combine the classic board game artworks with the new puzzles, and will be written by experienced puzzle writer and board game designer Richard Wolfrik Galland.

The *Unlock! Escape Adventure Puzzle Book* will provide a new way to enjoy the popular *Unlock! Escape Adventure* series by translating the game onto the page to create an engaging and interactive escape room-style experience. Multiple scenarios will be

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included, written by Jason Ward, a celebrated entertainment writer and puzzle creator whose work has appeared in *The Guardian*, *Little White Lies*, *Dazed*, *Curzon*, *The Quietus* and *IdeasMag*.

“Both *Unlock* and *Ticket to Ride*, as well as many other Asmodee boardgames are ideally suited to development of a puzzle book journey and we’re thrilled to be expanding our partnership with Asmodee. As with the games themselves, both titles will combine storytelling with the challenge of finding creative solutions to the puzzles embedded in the story and stimulating the reader’s mind whilst immersed in the worlds of these rich global brands,” adds Wayne Davies, Group Publisher, Welbeck Publishing.

Publication dates will be announced at a future date, with both titles to be published in a soon-to-be confirmed range of different language editions.

#### **About Asmodee Entertainment**

Asmodee Entertainment is a platform of games publisher and distributor Asmodee. Its mission is to extend Asmodee’s intellectual properties into TV/film, novels and comics, location-based entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. Through best-in-class partnerships across the full spectrum of opportunities, Asmodee Entertainment will create truly global intellectual properties and brands. <https://asmodee-entertainment.biz/>

#### **About Asmodee**

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with tens of millions games sold in more than 50 countries. Through our portfolio of iconic game titles, including *CATAN*, *Ticket to Ride*, *Pandemic*, *Dobble/Spot it!*, *Arkham Horror*, *Splendor*, *KeyForge*, and *Star Wars: X-Wing*, we create a dynamic transmedia experience for players across a variety of digital and physical platforms. Asmodee also creates inspiring and innovative products in partnership with leading entertainment and technology companies. Asmodee operates in Europe, North America, South America and Asia and is headquartered in Guyancourt, France. Learn more at [corporate.asmodee.com](http://corporate.asmodee.com).

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#### **About Welbeck**

Welbeck is an exciting and nimble new publisher built on the strong foundations of a market leader. Formerly Carlton Books, Welbeck’s goal is to publish only the very best and most commercial fiction and narrative and illustrated non-fiction. Executive Directors Mark Smith and Marcus Leaver – as well as the wider publishing team across all divisions – bring their extensive expertise from previous roles acquiring and publishing major brands, literary gems and prizewinning non-fiction from the largest publishers in the UK. Welbeck’s plan is to become one of the biggest names in trade publishing and within a few years, the largest independent publisher in the country. Find out more at: [www.welbeckpublishing.com](http://www.welbeckpublishing.com)

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