



# Press release

## CHARACTER AND ACONYTE BOOKS COLLABORATE ON TERRAFORMING MARS NOVELS FOR DENMARK

NOTTINGHAM/COPENHAGEN, 10<sup>th</sup> August 2021 — The board game *Terraforming Mars* from FryxGames in Sweden has been a massive success since its original 2016 release. 2018 saw the release of a localized and highly successful Nordic version of the game, translated by the Copenhagen-based agency Character Localization and Publishing. Today Character and Asmodee Entertainment are delighted to announce that work is underway on a Danish translation of the first *Terraforming Mars* novel, *In the Shadow of Deimos*, with publication set for later this Autumn.

The English-language novel will be published this September by Aconyte Books, the fiction imprint of the game's distributor, Asmodee. Author Jane Killick is a British novelist and journalist who juggles working for BBC Radio with a lifelong passion for science fiction. Alongside several series of original SF novels, she has also written numerous behind the scenes books, including a guide to TV show *Red Dwarf*, and a series on *Babylon 5*.

*In the Shadow of Deimos* is set among the colonies on Mars, in the year 2316, where the recently created Terraforming Committee arbitrates the dramatic development of Mars by powerful rival corporations. When a rogue asteroid crashes into a research centre and kills its lone technician, their investigation reveals a multitude of motives, until a corporation insider stumbles on a dark conspiracy. Two Martians with very different agendas must navigate a trail of destruction and treachery to uncover the truth and expose those responsible. But as lines blur between progress and humanity, Mars itself remains the biggest adversary of all.



"I am delighted that we can announce our partnership on this novel today. Character are experts in their field and with the popularity of the Danish-language edition of *Terraforming Mars* in Denmark I'm confident that many fans of the game will be equally delighted to read the novel in their mother tongue," says Alexander Thieme, Asmodee Entertainment's Licensing Manager for the project.

"The *Terraforming Mars* board game is incredibly popular, with a great base game and excellent expansions added after its original release. The Swedish Fryx brothers managed to create something really special with this game: It quickly turned into a cultural phenomenon rather than 'just' a game, as it is both highly topical in terms of climate concerns, scientific progress, technological advancement and the exploration of space and very accessible to inexperienced board game players despite its depth and variety. The game has drawn in a vast amount of new players, and it is only natural that the *Terraforming Mars* universe is now being expanded into the book format, as there are many stories left to be told in it. *In the Shadow of Deimos* feels like a natural new expansion of the game in book format, and we are very excited to bring this new *Terraforming Mars* experience to all the people who enjoy the Danish version of the board game," says Morten Skovgaard from Character Localization and Publishing.

"We are very happy with adding books to the *Terraforming Mars* brand. Especially when they bring the stories behind the game to life, as *In the Shadow of Deimos* does: a riveting story, inspiring settings, and a believable future," says Jacob Fryxelius from FryxGames, creator of *Terraforming Mars*.

#### **About Character Localization & Publishing**

Character Localization and Publishing is a multilingual localization agency and independent publishing house focusing on games, books, apps, entertainment and technology. Character is fueled by raw enthusiasm for all the interactive entertainment and fiction universes that have inspired us since our childhood – as well as all the new and exciting worlds and works that are constantly being created. Our mission is to make these available to as many people as possible across different languages and age groups, whether they come in the shape of video games, board games, books or different media.

#### **About FryxGames**

FryxGames is a Swedish family business focusing on publishing games designed and developed by different members of the big Fryxelius family. With some games being developed through several years or decades, we put pride in publishing games that are thematically inspiring and mechanically innovative. With six games published so far, including *After the Virus* and the international best-seller *Terraforming Mars*, we still have many more games we want to share with the global game community. Watch out for our next release *Angel Fury* coming soon! [fryxgames.se](http://fryxgames.se)

#### **About Aconyte & Asmodee Entertainment**

Aconyte Books is the publishing arm of Asmodee Entertainment, a platform of global games publisher and distributor Asmodee. Its mission is to extend Asmodee's intellectual properties into novels and comics, TV/film, location-based entertainment, and consumer products, working closely with Asmodee Boardgames and Asmodee Digital. As well as novels from the many worlds of Asmodee's games, Aconyte is also extending its catalogue with key partnerships, including several ranges of novels set in the rich worlds of Ubisoft's computer games and Marvel comics. Learn more at [aconytebooks.com](http://aconytebooks.com) and [asmodee-entertainment.biz](http://asmodee-entertainment.biz)



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*To find more information or to arrange an interview about Aconyte's mission, see [aconytebooks.com](http://aconytebooks.com) or email Anjuli Smith using [contact@aconytebooks.com](mailto:contact@aconytebooks.com)*