



FACT SHEET

Brand Name	Cybele's Games
Parent Company	KLTR Designs, LLC
Company Snapshot	Business duo (mom and dad) Michele and Jabus McKenzie established Cybele's Games in 2020 to share their young daughter Cybele's creativity with other children by publishing board games invented by the tween-ager.
Products	<i>Candy Collections!</i> The debut board game launched in January 2021
Price	\$24.99
Distribution	Coming soon: specialty toy & game stores, as well as at ecommerce sites
Target Audience	Ages 5+, Family Game Night, beginner board game players
Retail Categories	Board games, toys, birthday gifts, sleepover activities
Social Media	Link Tree: https://linktr.ee/CybelesGames Hashtag: #CybelesGames Find Cybele's Games on Instagram, Facebook, LinkedIn, Twitter, YouTube and Pinterest
Publicist	For press information, samples and images: Lisa Orman KidStuff Public Relations (608) 767-1102 Lisa@KidStuffPR.com
Company Contact	Michele McKenzie KLTR Designs Fairfax Station, Virginia michele.mckenzie@kltrdesigns.com
Fun Facts	Cybele competed in the 2020 Young Inventor Challenge presented by People of Play! And, she invented Candy Collections during the summer of 2020 for her family to enjoy together instead of spending more time on screens.



BACKGROUND

If you think it's unusual for a 10-year-old to invent a board game and have it manufactured for national distribution, meet the hundreds of school children who just competed in the Annual Young Inventor Challenge, hosted by People of Play (POP), formerly known as the Chicago Toy & Game Group.

Among them was a 10-year-old girl from Fairfax Station, VA named Cybele McKenzie. Her submission was a board game called *Ninja Quest* and the feedback was gleeful and encouraging.

In fact, the whole purpose behind the annual competition -- much like entering FIRST robotics or playing in championship sports -- is to inspire the next generation. In this whimsical sphere, kids use creativity, critical thinking and STEAM skills in the invention and innovation process. At the same time, they interact with professionals within the toy and game industry who are only too delighted to mentor these young innovators in their design process.

Cybele entered the 2020 POP challenge for kids ages 6-18. The rules simply state youngsters pitch original toy and game ideas for a shot at winning prizes and having their creations brought to market by leading companies. The first big success story spread quickly about a game called *Betcha Can't* now on the shelves at Target! That boxed game was designed by Lily Brown and Tait Hansen, winners of the 2018 Young Inventor Challenge.

With a boost from mom and dad, Cybele's first launch from their board game company Cybele's Games is not about ninja's but candy. Kids write and invent about what they like! *Candy Collections!* is a beginner's board game that entices kids to roll the dice, move their token a space or two at a time and aim for the chance to be declared the winner. Basic reading and math can be supported by a parent or older sibling.

Inside the candy-inspired game box are 6-character tokens, 35-Candy cards, 21-Mystery cards, 21-Super cards, sturdy board game and dice. Choose your token from Kool Kyle, Excited Emma and Silly Sarah to Nice Noah, Happy Hannah or Shy Steve.

And since Cybele is a big sister to two brothers, she has a ready-made market research team every time the family gathers for Game Night at the kitchen table. Mostly, there is little sibling rivalry in the McKenzie household. In fact, the 10-year-old game inventor writes board game rules that favor her little brothers, sometimes. . .!

In addition to her elementary school work, she is hoping her namesake company sells her games at specialty toy and game stores in 2021, as well as at ecommerce sites. You heard it here first!



BIOGRAPHY

Cybele McKenzie Young Game Inventor

In first grade she wrote “a book” about Angry Birds. By fourth grade she entered a national competition for young game inventors. So, it’s no surprise that this fifth grader has a growing following!

Tween-ager Cybele McKenzie designs and illustrates all game elements, the playing format and the rules that are manufactured under the brand name Cybele’s Games. She tests every game with her two younger brothers during Family Game Night.

Constant brainstorming means lots of notes and artwork. If you ask what her number one grocery list item is, she’ll quickly respond: a ream of printing paper. There is always a fresh game or storyline in her incredible imagination. She is a certificate-carrying veteran of the 2020 national Young Inventors Challenge.

Michele McKenzie Co-Founder, Co-Owner

Before promoting her daughter, Michele McKenzie spent 13 years at The World Bank, as a portfolio manager in the Treasury department. She holds a degree in Business Mathematics and Informatics from South Africa’s North-West University (Noordwes-Universiteit).

Currently she co- runs KLTR Designs LLC bringing products to market that uplift people’s lives. As their company website explains, “we are passionate about creativity, design and manufacturing. We bring our creative product ideas to life by utilizing our in-house graphics design, engineering, supply chain and project management skills. We look forward to bring you exciting products in the gadgets, board game and children's books industries.”

Cybele’s Games is a division of KLTR Designs LLC headed by Michele. She and her husband reside outside of Washington, DC and juggle careers along with a household of three children under the age of ten!