



***The world famous board game Ticket to Ride releases an exclusive train set as part of “Play Pink” initiative to support breast cancer research***  
*Play Pink Kicks off Asmodee studio’s official partnership with the Breast Cancer Research Foundation*

**Paris, France – September 27, 2021** Days of Wonder, an Asmodee studio and publisher of hit board game *Ticket to Ride*, and the Breast Cancer Research Foundation (BCRF) announce today their world premiere partnership, with a first in the board game industry: the release of an exclusive train set in-theme with the classic pink coloring long associated with the breast cancer cause. \$2/2€ per special edition pack sold will support breast cancer research through BCRF. This new set of trains can be used across *Ticket to Ride* properties, with all trains and stations ready for use in both *Ticket to Ride* and *Ticket to Ride Europe* sporting the classic pink coloring.

**A Train Ride to the Top**

*Ticket to Ride*, created by Days of Wonder studio, is a franchise that is enjoyed by more than 80 million players worldwide. The game has become a cultural icon, with appearances on TV shows including *Big Bang Theory*, *IT Crowd*, and *Blacklist*. In addition, celebrities like Emmy Rossum (*Shameless*), [Jennifer Garner \(Juno\)](#), and noteworthy pop culture icon [Wil Wheaton](#), all play and enjoy the game.

*Ticket to Ride* can be enjoyed by new players and experts alike with its easy-to-learn strategic gameplay, making it a staple in family board game nights. As one of the world’s most popular and critically acclaimed board games, the *Ticket to Ride* franchise has won more than 37 awards and accolades across all of its titles including a Game of the Year Award from [Spiel des Jahres](#) and the coveted [As d’Or](#) award from the [International Games Festival](#).

Since *Ticket to Ride* made its debut in 2004, the game has expanded beyond the table and now has digital versions available on iOS, Android, PC, and home video game consoles. Overall, more than 10 millions copies of *Ticket to Ride* have been sold. An international phenomenon, *Ticket to Ride* has been translated into 33 different languages and is distributed in more than 40 countries.

## **To support an important cause**

*Ticket to Ride: Play Pink* is a fundraising project led by publisher Days of Wonder, part of Asmodee, in 18 countries around the world to support breast cancer research. This limited edition set has been printed in pink, the official colors of the BCRF, and has a unique train shape making it a must-have for collectors and new players alike.

The entire production system has been modified to support this important cause and Days of Wonder and Asmodee commit to a non-profit approach with the game, meaning all profits will be contributed to BCRF. For each set of trains sold, \$2 will be donated to BCRF. The suggested retail price of \$5 covers the cost of logistics and production only, with no revenue being collected by Asmodee or its studio. 80,000 *Ticket to Ride Play Pink* sets will be available during October known as Breast Cancer Awareness month.

“As a leading player in the games and entertainment industry, we believe it is our duty to lead the way and help important causes like the Breast Cancer Research Foundation. We know how board games can bring families together in difficult times, and we hope that players all across the world will support breast cancer research by playing *Ticket to Ride* with this exclusive new set” said Stéphane Carville, CEO of Asmodee.

## **With an international foundation**

Breast cancer is now the most common cancer in the world. Every diagnosis is unique and puts lives at risk. We must stop breast cancer in its tracks, and research is the answer.

The Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. BCRF invests in a wide range of research across more than a dozen countries—from prevention to metastasis—because each area of investigation informs another, propelling us toward the solutions we urgently need.

BCRF convenes and connects the best minds in science—giving them the opportunity to pursue their most innovative ideas. BCRF-funded investigators have been behind every major breakthrough in breast cancer research, and the field is moving faster than ever.

*Ticket to Ride: Play Pink* is a limited edition Train & Station Set and will be available worldwide in October for the suggested retail price of \$5/5€.

Assets for *Ticket to Ride: Play Pink* can be found in the press kit [here](#).

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## **About Days of Wonder**

Days of Wonder develops and publishes unique games in their genre. The company's "Play Different" slogan reflects its vision of publishing: Days of Wonder limits its productions to very few new games, focusing on quality rather than quantity, and developing highly refined digital adaptations. The unparalleled successes—such as *Ticket to Ride*<sup>®</sup>, the world's best-selling train game; *Small World*<sup>®</sup> and its epic conquests in a fantastic universe; and *Memoir '44*<sup>®</sup>, the World War II reference game with over twenty expansions—motivate Days of Wonder to raise the bar ever higher. Days of Wonder board games are distributed in 40 countries and their digital versions are available on the App Store, Google Play, Steam, and the Days of Wonder website at [www.daysofwonder.com](http://www.daysofwonder.com).

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## **About the Breast Cancer Research Foundation**

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—from those investigating prevention to metastasis—and foster cross-disciplinary collaboration. Our approach accelerates the entire field and moves us closer to the answers we urgently need. We can't stop now. Join us in fueling the world's most promising research. With you, we will be the end of breast cancer. Learn more and get involved at [BCRF.org](http://BCRF.org).

## **About Asmodee**

Asmodee Group is a leading international games publisher and distributor committed to telling amazing stories through great games with over 39 million games sold in more than 50 countries. Through our portfolio of iconic game titles, including Catan, Ticket to Ride, Pandemic, Dead of Winter, Splendor, 7 Wonders, Just One, Dobble/Spot it!, 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. With a global workforce of over 2000 people, Asmodee operates in Europe, North America, South America and Asia. Asmodee is headquartered in Guyancourt, France. Learn more at [corporate.asmodee.com](http://corporate.asmodee.com).