

Can you survive? Inside the Box Board Games has launched Sub Terra, a new survival horror board game, where you must escape the horrors beneath the Earth.

- Rapidly growing tabletop publishing start up Inside the Box are looking to raise £16,500 by 16th February to make their next title, a survival horror board game, a reality.
- Bucking the board gaming trend of orcs and wizards, players take on the role of professional cavers, fighting, together, to survive the claustrophobic environment underground.
- The game is now live on the crowdfunding platform, Kickstarter, which has given a new lease of life to the board game industry.

London, UK - January 10, 2017 - In 2015, Peter Blenkharn turned his board game hobby into a business, when he launched his first game, Molecular, with his childhood friend in their final year of university. Propelled by the roaring success of two successive projects, with the second, 'Statecraft' accruing over £45,000 of crowdfunding pledges and preorders, 'Inside the Box', has become a growing brand within the indie hobby games community.

At the UK Games Expo in 2016, Peter was asked to be part of the panel of industry judges at the 'Wyverns' Lair' event, a Dragon's Den/Shark Tank style pitching event where designers present their ideas to eager representatives of some of the world's biggest, and fastest growing, tabletop publishers. One of the games presented was Sub Terra, a cooperative survival horror board game by Nottingham-based designer Tim Pinder, an artificial intelligence programmer in the video games industry. After being approached by several of the companies represented, Tim chose ITB to be Sub Terra's publisher.

Taking the unusual step of making Tim the project's creative director within the ITB team, Inside the Box has thrown its entire creative and logistical weight behind the project, bringing in an international team of creatives to bring Tim's creative vision to life. Sub Terra has grown to be an entire range of immersive products, centred on Tim's thoughtfully designed game, with Graphic Novels, Development Diaries, and even a planned escape room experience.

Industry leading thinking on cooperative game design, communication of fear through literary and creative media, product design and illustrative development have been integrated in the Sub Terra project to create a game that extends beyond the 60 mins to play a single game.

Live on crowdfunding platform, Kickstarter, January 10th, Inside the Box aims to raise £16,500 to fund the first print run of the Sub Terra product range. With plans to expand the ITB footprint at the UK Games Expo to nearly 10 times the size of the stand in 2016, with Sub Terra at the helm, ITB sees a bright (or should we say dark...) future for the game.

About Sub Terra

Sub Terra is a cooperative survival horror board game. You and up to five friends are cave explorers who have become trapped deep underground. You must quickly explore a tile-based cave system to find the way out before your flashlights die and you're lost in the darkness forever.

You'll need to work together to overcome deadly subterranean hazards - stick together for safety, or split up to cover more ground. One wrong step could knock you unconscious and your friends will need to stage a rescue. Light and hope are scarce. And worst of all, you don't think you're alone down here...

About Inside the Box Board Games (ITB)

Inside the Box Board Games LLP is an independent tabletop publishing and design partnership, based in London, UK. ITB was founded by two Oxford University alumni in May 2015 and successfully funded its first title, Molecular, through the Kickstarter platform in July 2015. ITB is now developing half a dozen new titles with an international team of creatives and has received critical acclaim from educators, industry professionals and hobbyists alike. To find out more visit: www.itbboardgames.com

About Kickstarter

Kickstarter is public-benefit corporation based in Brooklyn, New York which has built a global crowdfunding platform focused on creativity. The company's mission is to help bring creative projects to life. Kickstarter has received more than \$2.4 billion in pledges from 11 million backers to fund over 107,000 creative projects, such as films, music, stage shows, comics, journalism, video games, technology and food-related projects. To find out more visit: www.kickstarter.com

Media contact:**Kickstarter Link:**

<https://www.kickstarter.com/projects/itbboardgames/697790289?token=9cba1625>

(this will work as a preview until launch, at which point it will direct straight to the live Kickstarter campaign)

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