



New Competitive Virtual Reality Game “Nerf Ultimate Championship” Coming to Oculus Quest

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Secret Location, an Entertainment One (eOne) company, unveiled a teaser for **NERF Ultimate Championship**, a competitive multiplayer game made exclusively for Virtual Reality (VR) at the Upload VR Showcase during IGN's Summer of Gaming event. Coming to Oculus Quest in 2022, the game pits players against each other in team-based action-packed NERF battles. Fans can catch an exclusive sneak peek at the game, with the first teaser trailer available at: nerfv.com

“NERF Ultimate Championship marks an important milestone for us as the first collaboration with our new parent company Hasbro,” said, Kathryn Rawson, VP Content, Secret Location. “Everyone on the team is excited to bring those epic NERF battles from our childhood into the immersive world of VR and to the growing Oculus Quest audience when the game launches next year.”

Developed by Secret Location, with funding from the Canada Media Fund and Ontario Creates, the game allows players to compete in head-to-head team matches, dodging darts and leaping around a futuristic arena filled with roaring fans. It features quick matches full of vibrant color, intense physical action, and a wide range of blasters that foster strategy and replayability. Complemented by a suite of avatar and blaster customization features, the game gets players out of their seats and into the action.

“We are thrilled to partner with Secret Location to take our legacy brand NERF to new heights through the immersion of virtual reality,” said Scott Ozarski, Brand Manager, Global Brand Marketing for NERF. “It translates the imaginative play, high physicality and fun competition that characterizes the property to an all-new and exciting medium for our fans.”

Oculus Quest audiences and NERF fans can follow the latest news online at nerfv.com and join the community via Twitter @nerfv. Additional sneak peeks and behind the scenes content will be unveiled in the coming months allowing fans to take part in exclusive play test sessions later this year. More online platforms such as Discord coming soon.

“This is a dream project for the team,” said Luke Van Osch, Supervising Producer, Secret Location. “We’ve had Blasters next to our desks for years, and it’s a thrill to bring all the fun and excitement of NERF to VR. We’re looking forward to connecting with other VR and NERF fans, and gathering their input as we continue to bring the game to life.”

To follow the latest news on NERF ULTIMATE CHAMPIONSHIP and to watch the teaser trailer, visit the official website at www.nerfv.com and follow the game on Twitter @nerfv.

