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FOR IMMEDIATE RELEASE

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St. Louis-Based Across the Board® is Off to the Races with their Newly Licensed Kentucky Derby™ Horse Racing Game

St. Louis, Missouri – Kim McDaniel and her extended family are not only keeping her husband Ryan’s memory alive, they are racing to the finish line with Across the Board’s new officially licensed Kentucky Derby™ board game.

In February, St. Louis-based Across the Board®, a handcrafted wooden board game company, received the Kentucky Derby and Churchill Downs® license to produce the official horse racing board game for the event known as the “most exciting 2 minutes in sports.”

The excitement of the news was only dampened by the fact that McDaniel’s husband, Ryan, did not live to see his dream come to fruition. After battling colon cancer for 20 months, Ryan passed away in May 2015 at the age of 44. He left behind his wife, Kim, and their three young children: Ayden, 11; Mallory, 10; and Jake, 4.

After getting inspiration from playing a game at Ryan’s mom’s home during an after-dinner party in 2008, the couple began making games in their garage.

“Ryan had so many ideas and couldn’t wait to create something different,” McDaniel said. “He was a perfectionist when it came to woodworking and it shows in all of the game designs.”

The couple combined Ryan’s construction background and interest in woodworking with Kim’s experience in marketing and business.

“Then in 2012 we decided to take a leap of faith and moved the business from our home to a workshop in Crestwood,” McDaniel said. “It was just the two of us and we had big hopes and dreams for our family.”

But then tragedy struck.

Ryan was diagnosed with colon cancer and their plans to pursue licensing of their various games were abandoned and Kim was forced to take a full-time job. Friends, family and especially their brother-in-law, Bill Wilson, helped keep the company running while McDaniel tended to her job and family and took care of her husband. Today, Wilson is a partner in the company.

In January, Kim pitched Ryan's custom-designed, handmade wooden board game to Kentucky Derby and Churchill Downs officials and was granted a license. The game is a redesign of the couple's first board game, a horse racing game.

"To receive the license now is so bittersweet," McDaniel said. "This is the result of Ryan's talent and hard work and we wish he was here to see it. It's exciting for our entire family. And I love that his legacy lives on in our children and in the business we built."

The game board is a maple wood veneer playing surface built for longevity. A computerized router cuts out the wood frames for all the company's board games. McDaniel, Wilson and their five employees hand-sand every game, personally insert the metal eyelets into each hole and assemble all the game pieces. The games are finished with an environmentally friendly water-based clear acrylic.

All horseracing games include a deck of cards, pair of dice and 11 numbered horses. The Kentucky Derby game board is approximately 15 ½ inches x 28 inches x ¾ inches and weighs nearly 8 pounds.

Additionally, unbeknownst to McDaniel, Wilson asked that Ryan's initials - RMM - be placed on the front of the packaging for the official Kentucky Derby game as a tribute to him. It is now in production just in time for the May 7, 2016, "Run for the Roses" in Louisville, Kentucky. The cost of each officially licensed Kentucky Derby horse racing game is \$110.

The Kentucky Derby and all other Across the Board games are available for purchase at www.acrosstheboardgame.com.

The Kentucky Derby game also is available at www.kentuckyderby.com, www.fanatics.com, www.fansedge.com, www.foxsports.com, www.cbssports.com. Additionally, it will be sold in the Churchill Downs gift shop, the Kentucky Derby Museum gift shop and the Von Maur store in Louisville, Kentucky.

All Across the Board products are made in America, in St. Louis, MO. The games do not require batteries, computer screens, televisions or an electric outlet. Instead, they are intended to encourage personal interaction. For more information, visit www.acrosstheboardgame.com.

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To schedule an interview with Kim McDaniel, please contact Kim McDaniel at 314-961-9663 or kim@acrosstheboardgame.com, or Susan Sagarra at 314-640-0056 or ssagarra@gmail.com.

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