

PRESS RELEASE

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KICKSTARTER-CAMPAIGN-ENDS-31-JULY!



Kids get their own social deduction game with 'Who Stole My Cheese?'

South London board games maker, Gunpowder Studios, is thrilled to announce the launch of its latest title, **Who Stole My Cheese?**, on **Kickstarter**. This new game offers a delightful twist on the popular social deduction genre, designed for younger players and families.



We've given the classic Werewolf/Mafia game a cheesy, mousey makeover for players of all ages

A game of cheesy, devious thievery for young detectives

We think it's time that kids had their own take on the social deduction game. Welcome to **Who Stole My Cheese?**, a fun and engaging 20-30 minute game (no screens required) where players take on the roles of cute mice (and a friendly cat), one of whom is secretly stealing cheese from the other players.

The honest mice must catch Pinky the thief before he steals five cheeses and escapes. The game is great for developing positive social interaction, strategic thinking and cooperative play among children, making it an ideal choice for family game nights.

We're fans of how the classic *Mafia/Werewolf* game has been expertly spun into big-game productions like *Battlestar Galactica: The Board Game* and *Blood on the Clocktower*, and TV shows like *The Traitors*. Now we've used that same 'hidden baddie' base mechanic to design a game that's easier, quicker and kinder (but no less challenging) for younger players and families.

- **Quick play:** Each game takes just 20-30 minutes (depending on the amount of table talk).
- **Fewer player eliminations:** Lose cheese, not lives; most players stay in the game until the end.
- **With added dexterity:** Cheese must be stolen stealthily from right under the players' noses!

Kickstarter loves Gunpowder (and vice versa)

We have five titles in print, three of which were funded on Kickstarter in 24 hours. Our lead title, Bag of Dungeon, has now sold over 20,000 copies, with a growing fanbase of adventurers of all ages and abilities, from game-curious newbies to battle-hardened dungeoneers.



Don't leave home without it. Simple rules and compact components, and everything fits in the cheese wedge box.

Watch the playtest movie

We've playtested **Who Stole My Cheese?** extensively, including putting it into the hands and heads of a local Scout group. It was very noisy. We had to recover in the pub.

Visit our You Tube channel to watch the [Who Stole My Cheese? playtest](#)



VIDEO: Playtest courtesy of the very obliging Crystal Palace Scout Group; more than prepared to put our game through its paces.

The Lo-Fi Revolution – bringing people back to the table

We design board games to get families and friends off screens and around the table. We also believe they're a powerful tool for bringing young people of different personalities and backgrounds together, helping them learn to respect one another, pick up new skills and feel valued and included. Our games aim to foster an environment where children can develop critical social skills while having a blast.

Please support our **Kickstarter** campaign

The **Who Stole My Cheese?** **Kickstarter** campaign is now live and running until **31 July 2024**. We invite you to join our community of backers and help bring this charming game to life. Visit our **Kickstarter** page to learn more about the game and how it plays.

<https://www.kickstarter.com/projects/gunpowder/who-stole-my-cheese>



Figure 1: Early 3D prototyping for playtesting. Final game will be wood and cardboard

Gunpowder who?



Gunpowder Studios is an indie board game design and production company based in south London. We specialise in creating innovative tabletop games that introduce people to the board gaming hobby while giving experienced gaming fans an entertaining diversion from the heavier weight titles. For young people, our games promote social interaction and strategic thinking and encourage multi-generational play between friends and families.



Check out our full stable of games at www.gunpowderstudios.co.uk

Factory prototypes

It's not quite perfect yet, but once our manufacturer's engineers round off those box corners, **Who Stole My Cheese?** will be nearly there. We're planning to have full production underway by the time the campaign closes, meaning faster fulfilment for backers.

Green cheese. We try to make sure that our games cause as much joy to people and as little pain to the planet, like designing robust and beautiful games that have no plastic components. 'Who Stole My Cheese?' will be made entirely from wood and cardboard. Yes, the factory packaging is a little more challenging, but we'll be using these prototypes to work with our product designers to develop a plastic-free or reduced plastic alternative.



Product factory mock-ups: By campaign end, the production spec will be finalised and the games ready to print and ship.

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