

POP ON AN EYE PATCH FOR THE NEW PLASTIC-FREE PIRATE GAME, FIRE IN THE HOLE!

New game from the creators of It's Bananas launches September 19.

McMILLER, creators of the viral sell-out sensation It's Bananas (50+ Million views on TikTok), have launched a brand new game, *Fire in The Hole*. Part card game and part dexterity game, Fire in The Hole's gameplay centers around a large pop up ship that gets bombarded by felt cannonballs throughout the game. It's simple enough to entertain kids 7+ and silly enough for grown-ups, but has the sneaky twists and turns for even the most strategy-loving gamers.



An evil kraken has attacked a sister ship! Thar be beggin' ye fer help, but ye all decide to cannonball 'em instead so ye can steal thar booty! Arrgh! Ye bunch o' scurvy dogs So begins your life as a baddie, in the most piratey of pirate games: Fire In The Hole.

Designed for 2-4 players, gameplay is simple: play your card - will it be a FIRE card or a SABOTAGE card? If you choose a FIRE card, roll the dice to find out if it's an ALL FIRE or SOLO FIRE. Then... take your shot! If you choose a SABOTAGE card, take your pick from a bevy of evil tricks to infuriate your fellow pirates. Will you release the kraken, swap yer colors, or stall 'em with a thar she blows? First to link 4 cannonballs is the winner.

A pirate's life is one of skill and scavenge. Yer friends may be yer enemies. So get yer firin' arm ready!

Beautifully packaged in a retro-style design, the game also comes with high quality eye patches, allowing players to become characters, making it the perfect gift for children, adults and coffee tables alike!

In making Fire In The Hole, the team poured their creativity and love not only into its gameplay, but also into its material choice. Every component in Fire In The Hole is 100% plastic-free and biodegradable, making it one of the most sustainable games on the market. It's also 100% carbon-neutral, meaning all carbon emissions are offset through McMILLER's company-wide ClimatePartner certification.



"Growing more and more frustrated with the greenwashing that's happening in the toy and game spaces, we set ourselves a mission to create the most sustainable game possible" says David McGranaghan, Co-Founder of McMILLER. "We wanted to recreate that big centerpiece moment that you would traditionally get with a big plastic commercial game, so we eventually came into the world of pop-up books. We soon realized we could use that idea to create a large, exciting structure."

"David and I were looking for something a little bit different than what we were seeing on the market - it

needed to be 100% plastic-free, have an impressive centerpiece, bring the whole family together and be just as much fun for groups of adults. In short, we wanted to design a classic. We like being ambitious." - Julian Miller, Co-Founder, McMILLER.

Fire in the Hole has an RRP of £34.99 and is available from Amazon.

Web Link: [McMiller Website](#)

Social Links: [Instagram](#) / [TikTok](#) /

Promo Video: <https://youtu.be/4v9lDSGPHik>

Creators Video: https://youtu.be/_wmIFWc_Gg4