

Pokémon Debuts New Board Game with Pokémon Trading Card Game Battle Academy

Iconic Pokémon Trading Card Game from The Pokémon Company International Reimagined as First-Ever Easy-to-Learn and Fun-to-Play Family Game, Releasing Worldwide on July 31, 2020

Bellevue, Wash.—June 1, 2020—Today, The Pokémon Company International has announced the Pokémon Trading Card Game Battle Academy, the first-ever board game adaptation of the Pokémon TCG, one of the most beloved and best-selling trading card games in the world. Providing everything a “Trainer” needs to master the basics of the Pokémon TCG, Battle Academy offers fun family entertainment, combining strategic Pokémon TCG gameplay within a classic, easy-to-learn family game experience.

Known for its beautifully illustrated cards that are fun to collect, trade, and play with, the Pokémon TCG features a vast assortment of product offerings with something for every Trainer—from casual collector to avid [competitor](#). Now, with the introduction of Battle Academy, there are even more accessible options for aspiring players.

“Battle Academy is designed to be easy to learn and fun to play for all types of Trainers, including children and parents that may be new to the Pokémon TCG,” said J.C. Smith, senior director of consumer marketing at The Pokémon Company International. “Pokémon has a unique ability to bring people together, and we look forward to seeing families enjoy Battle Academy at their next game night, as parents bond with their kids over one of their favorite entertainment brands and collectible Pokémon TCG cards.”

Each Battle Academy box comes with a two-player game board, three 60-card decks, tutorial guides, and gameplay accessories. It also comes with a code card that allows Trainers to enjoy the Pokémon TCG digitally through the free-to-play Pokémon Trading Card Game Online app on iOS and Android, as well as on [Pokemon.com](#).

Launching around the world on July 31, 2020, Battle Academy will be available widely at participating mass and hobby retailers, as well as online retailers including [PokemonCenter.com](#), the premier destination for official, high-quality Pokémon merchandise in the US. In addition, Trainers in the US will be able to grab Battle Academy early on June 21, 2020, exclusively at Target stores and online at [Target.com](#).

For more information about Battle Academy, please visit [Pokemon.com/BattleAcademy](#).

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About Pokémon

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing and marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children’s entertainment properties in the world. For more information, visit [www.pokemon.com](#).