



Contact:  
Dave Heffernan  
[dheffernan@bridgeny.com](mailto:dheffernan@bridgeny.com)  
212-583-1043

## George Strayton Launches Role-Playing Game “The Secret Fire” at GenCon

Aug. 4, 2011, Indianapolis – Screenwriter George Strayton announced the launch of his new company, [Secret Fire Games™](#), and its first RPG (role-playing game), “The Secret Fire™,” at the 30,000-strong [GenCon](#) convention today. Strayton is also the first screenwriter to be Guest of Honor at GenCon.

“Developing ‘The Secret Fire’ took 11 years,” comments Strayton, an Origins-Award®-nominee for outstanding work in the game industry, “because we wanted to create an exciting game with low ‘entry barriers’ – easy enough for kids, absorbing and challenging for diehard adult gamers, and priced affordably. ‘The Secret Fire’ is built on exploration and role-playing, not just a series of combats.”

As with traditional RPGs, players sit together at a table and take their fantasy adventurers on perilous quests, facing constant danger, battling evil creatures and winning precious treasures. Yet “The Secret Fire” distinguishes itself with simpler rules, faster play, unlimited flexibility and, most notably, a system that rewards players for vivid role-playing. The unusual rulebook is laced with puzzles, some extremely difficult, weaving a mysterious, intricate story similar to ABC TV’s LOST.

Says Gail Gygax, widow of [Gary Gygax](#), co-creator of the original RPG “[Dungeons & Dragons](#),” “With ‘The Secret Fire,’ George Strayton follows in Gary’s footsteps...expanding on Gary’s original vision of fantasy role-playing by taking it back to its roots while simultaneously bringing it into the future.”

“The Secret Fire” is available at <http://bit.ly/TheSecretFirePaperback> for \$19.99 in paperback, or \$9.99 as a PDF or ePub download at <http://bit.ly/TheSecretFire-Digital>.

-----  
*Secret Fire Games™, based in New York City, was founded in 2011 by screenwriter, author and game designer George Strayton. “The Secret Fire™” is its first product, a role-playing game combining the best of old and new RPGs, plus Strayton’s own unique storytelling style, developed over 15 years working in Hollywood. Strayton has created over three dozen table-top RPGs for Wizards of the Coast, West End Games, Goodman Games and others, based on “Star Wars,” “Men in Black,” “Hercules” and “Xena.” Protégé of famed Hollywood screenwriters Kurtzman/Orci (Transformers, Star Trek, Cowboys & Aliens), Strayton’s feature work includes “Dragonlance” (2008, Paramount Pictures) and the upcoming “Xombie” (2013, Kurtzman/Orci Productions). He’s also written for Sam Raimi shows “Hercules” and “Xena,” including being entrusted with the pivotal 100<sup>th</sup> episode of Xena.*