

FAR OUT TOYS®

Far Out Toys Announces Partnership with 5-year-old Race Car Driver Brexton Busch, Son of NASCAR Cup Series Champion Kyle Busch



El Segundo, CA – Far Out Toys announced today a partnership with Kyle Busch Motorsports as one of the first official sponsors of Busch’s 5-year old son, Brexton. The young Busch’s budding career in dirt track racing is truly a family affair. When Brexton goes to the track, dad Kyle – two-time NASCAR Cup Series Champion - and mom Samantha are there proudly cheering him on!

The partnership with KBM, and specifically Brexton, is a natural fit because of his love of toys and racing. Throughout the 2020 and 2021 dirt racing seasons, Brexton will sport the Far Out Toys and Crash Circuit logos on his #18 Beginner Box Stock car and on his official race suit and helmet as he practices and races at Millbridge Speedway and Mountain Creek Speedway in North Carolina.

“We’re thrilled to support Brexton Busch in his early driving career,” said Keith Meggs, CEO of Far Out Toys, maker of NASCAR Adventure Force Crash Racers and NASCAR Crash Circuit track sets. “Here at Far Out Toys we believe in the power of dreams of young boys and girls. Brexton with his desires to be a race car driver embody the very spirit of the American dream and the belief that we can all achieve whatever we set our hearts and minds to!”

"Brexton and the entire Busch family are incredibly excited to work with Far Out Toys to promote racing and cool toys," said Kyle Busch, who last year endorsed the company's launch of NASCAR Adventure Force Crash Racers at Walmart. "Far Out Toys is a leader in the toy industry and their relationship with NASCAR makes this a special partnership for us."

The new line of NASCAR Crash Circuit branded toys from Far Out Toys includes the **NASCAR Crash Circuit Road Course with Winner's Circle** featuring a one of a kind "Roval" track. With cars that break apart upon impact, players must race around steep turns at insane speeds and pass their competition or risk getting wrecked. The set even comes with a Winner's Circle that really spins! The Road Course with Winner's Circle comes with two motorized race cars, two flash chargers, pit crew figurines and more and will be available in September on Amazon and Fanatics.com.



In addition, the new **NASCAR Crash Circuit Short Track Speedway** lets kids test the limits on speed by ripping around triple-wide turns for unpredictable racing and passing action. The Short Track set comes with two motorized race cars, two flash chargers, pit crew figures and more and will be available in September on Amazon and Fanatics.com, and at Best Buy stores nationwide.

The first line of vehicle track sets from Far Out Toys, **NASCAR Adventure Force Crash Racers**, debuted in 2019 and was rated the No. 2 item at Walmart during the holiday season, selected as part of Walmart's "Top Rated by Kids" list with one of the highest aggregated scores of the season, and was one of 40 toys included as part of Walmart's virtual Toy Lab.



About Far Out Toys

Far Out Toys Inc. is a rapidly growing force in the global toy marketplace, with a mission to innovate to the outer reaches. Far Out Toys leverages its expertise and extensive relationships with inventors, global distributors, IP holders and mass retailers to launch brands across categories - including vehicles, games, licensed collectibles, electronic toys and more. For more information, visit www.farouttoysinc.com.

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FAR OUT TOYS MEDIA RELATIONS CONTACT:

Lisa McKendall lisa@mckendall.com

310-991-6737