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In Brief

[Abandon taps Formula for “Freaky Creatures” launch](#)

Author: [Randi Schmelzer](#)

SAN DIEGO: Abandon Interactive Entertainment has selected Formula to handle PR for the launch of “Freaky Creatures,” an interactive, multiplatform initiative which incorporates toy collecting, competitive gaming, and online socializing into a single experience. Efforts, to be led by Formula’s LA-based sports and entertainment division, include media relations, viral and grassroots marketing, and consumer outreach to introduce “tween” boys and their parents to the “Freaky Creatures” concept and brand.

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Randi Schmelzer
Los Angeles Bureau Chief

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