



PRESS RELEASE

Sam & Max Return! All-New Game Coming to Virtual Reality in 2021
Legendary Evil-Busting Dog & Bunny's First Game in a Decade Revealed at Gamescom



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[Sam & Max](#), the inexplicably legendary suit wearing dog and hyperkinetic rabbit evil-slappers that have captured the hearts and spleens of millions over the decades with their multimedia tomfoolery, are returning to videogames in 2021 - but with a virtual twist. Hot on the heels of the reveal trailer on last night's Gamescom 2020 opening night coverage, [HappyGiant](#), the award-winning XR game developer, formally announce their upcoming virtual reality game *Sam & Max: This Time It's Virtual!*

Sam & Max: This Time It's Virtual! is the Freelance Police's first original game in over a decade, and the pair's first foray into VR. The game's development team includes several team members that worked on the original *Sam & Max: Hit the Road* by LucasArts in 1992, as well as the Telltale series. The new action adventure title is slated to come out for VR headsets in the first half of 2021.

For the first time ever, gamers will play not as Sam and Max, but alongside them, in virtual reality. Players will be recruited and trained as one of the few, the proud, the miscreant Freelance Police. As a new cadet, the player will be put through a series of graded courses set up by the duo inside an abandoned theme park, which probably harbors a dark and dangerous secret. As players progress, they'll put their new skills to the test in Sam & Max's neighborhood, as well as other locales that defy description (well, not really, we just don't want to tell you about them yet!).

Fans will be happy to learn that HappyGiant has assembled an all-star team of Sam & Max veterans to help them develop the game. Steve Purcell, the creator of Sam & Max, is consulting on the game design, art, and story. Other team members include renowned concept artist Peter Chan, writer and designer Mike Stemmler, and Bay Area Sound. David Nowlin and Dave Boat are returning to voice Sam and Max.

"Decades ahead of the curve, we spoofed what Sam & Max VR might be like. Now, finally we can really step into their world," says Steve Purcell, the creator of Sam & Max. "HappyGiant is doing an amazing job capturing the flavor of Sam & Max's bizarre universe. After drawing these characters for so long, it's mind-blowing to finally walk through the door and actually interact with Sam & Max in VR."

"It's like deja vu all over again," said Mike Levine, CEO of HappyGiant. "To be working with Steve again, as well as Peter, Mike, and Bay Area Sound, is insanely cool, humbling, and just plain weird, after so much time has passed."

Gameplay Bullets:

- Experience the two-fisted japes and tomfoolery of internationally beloved icons Sam & Max in mind-melting virtual reality!
- So real you can feel Sam's breath on your neck!
- Gape in stupefied awe as Sam & Max run amok through their sixth or seventh medium, leaving a trail of broken hearts and minds in their wake!
- Push yourself to be the best of the best of the middling, as a dog and a naked rabbit thing harangue you through different Freelance Police Academy training challenges.
- In an abandoned amusement park they have retrofitted, play as a trainee under Sam & Max's tutelage/verbal abuse to become a member of the Freelance Police.
- Discover the horrible and socially relevant secrets lurking behind, under, and within Cap'n Aquabear's rotting theme park!
- Give evil scientists and demonic trespassers their just desserts... with sprinkles!

About Sam & Max

[Sam & Max](#), Steve Purcell's dog and rabbit-thing known collectively as the Freelance Police, were introduced to the unsuspecting world in 1987. They have appeared in comics, video games, an animated TV series, and an Eisner award-winning webcomic. Together they patrol the sticky streets of a fantastical New York City, righting wrongs, smashing evil, and delivering hot steamy plates of justice on the daily. They've been to Heck and back, shattered the time stream, and made America safe for bigfoots ... and are now coming to virtual reality.

About HappyGiant

[HappyGiant](#) is a leader in XR games and immersive experiences. Founded by veterans of LucasArts, the company are winners of a prestigious [KAPI](#) Award for "Best Mixed Reality Toy of the Year 2019". Its first AR Game, *HoloGrid:Monster Battle*, was featured by Apple as "Game of the Day", and received numerous awards. Its *QuasAR Arena* game was one of the first true 'persistent multiplayer' AR games to market, and Geek & Sundry listed HappyGiant's AR Platform as the #1 leading AR Gaming platform of the future. HappyGiant has worked with companies including Microsoft, Disney, Hasbro, Spin Master, Qualcomm, and was a runner-up in Niantic's first Beyond Reality Contest. For more information, please visit www.HappyGiant.com/samandmax.

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For Press

Interviews, screenshots and additional information are available upon request. Please contact our PR representative, Elizabeth Olson, at Ebeth.Olson@gmail.com.

Additional Resources:

Sam & Max VR Trailer: <https://youtu.be/545igXyVGMQ>

HappyGiant [YouTube Channel](#)

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