



SUBWAY SURFERS LANDS AT HOT TOPIC

More Than 250 T-Shirt Designs Available Online at [Hottopic.com](http://hottopic.com)

COPENHAGEN - (March 2, 2020) - SYBO Games launched an extensive merchandise program with specialty retailer Hot Topic, bringing exclusive SUBSURF® apparel to the brand's enthusiastic fanbase. Through the online-only program, over 250 T-shirt designs inspired by the authentic art and edgy youth culture attributes of the *Subway Surfers* brand are available now at hottopic.com.

The program offers the widest SUBSURF Tee collection available to-date and includes character, game and street-style art designs inspired by the global franchise and the most downloaded mobile game of the decade. Boasting over 2.7 billion downloads around the world, *Subway Surfers* was bestowed the recognition in late 2019 by [App Annie](#).



"We couldn't be more excited! Hot Topic is a natural partner for the SUBSURF brand," said Naz Amarchi-Cuevas, SYBO Games' Chief Commercial Officer. "This represents the largest selection of apparel available and really lets our fans choose what style resonates with them best."

The Hot Topic retail launch comes as SYBO Games' master toy partner Alpha Group showcased the first-ever range of lifestyle toys at Toy Fair New York. The toylines will arrive at retail in Fall 2020.

About SYBO Games:

SYBO Games is a Danish mobile games developer founded in 2010, known for the massive mobile hit *Subway Surfers* (co-developed and co-published by Kiloo). Five years after the launch of the mobile game, *Subway Surfers* topped 2017's most downloaded mobile game in the world. *Subway Surfers* has been downloaded more than 2.7 billion times since its launch. To find out more please visit <http://sybogames.com/>, and follow SYBO on [FaceBook](#), [Instagram](#), [Twitter](#) and at [SYBO TV](#).

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