

# Garrett Box and Brian Yennie

Toy Boys to  
Toy Men



The tale reads like classic American fiction: Two Island born-and-raised boys, friends at four-years-old, hatch a business idea and work all their lives on it until they find investors, a lawyer, artists, a business mentor, success.

Except that it's not fiction. And the characters aren't ripe, old men.

Meet Garrett Box and Brian Yennie, both 26, Island entrepreneurs who thought up a clever kid's game nearly 20 years ago and now sit primed, demo kit finished, ready to enter the market.

The original idea: create a kids' game that would feature real animal characters from around the world who compete against each other using their unique, real-world skills and abilities. It was – and still is – an old-fashioned notion: a non-violent game that teaches while it entertains.

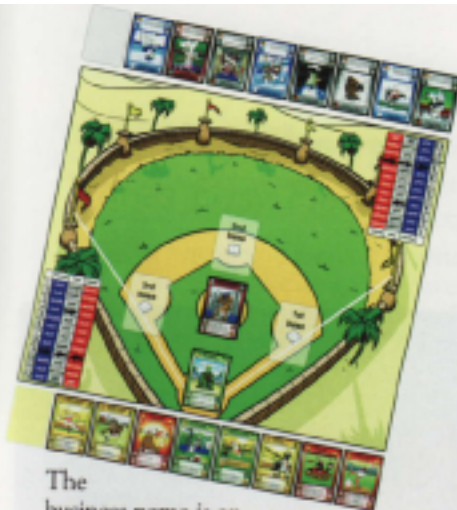
A few more years passed, the boys continued to learn more about animals at school, and Foxy Box evolved into Johnny Fox. "Garrett was obsessed with red foxes that year," explained Yennie, "and we had started playing Little League, so he drew a picture of a baseball-playing red fox. That turned out to be the beginning of our Animal Baseball League (ABL) concept, and Johnny Fox became our game's first official animal character." Another handful of years ticked by, and their Animal Baseball League started to grow. "Every year, we would learn about new animals in school," explained Box, "and then we would add them to our team of animal baseball players. As we grew, the game grew."



In high school, they had an epiphany. "We were out hiking, being a part of nature, and the ideas were just flowing," said Box. Yennie added, "We had a huge brainstorm, and it occurred to us that we'd been working on this one project all along. All of a sudden, we were both saying, 'Hey, we could make a business out of this!'"

So they did. They continued to create new animal characters every year, and they continued to modify the game itself, adding new strategies as their growing minds were challenged in school. That continued, even as they graduated and headed off to different colleges – Yennie to Carlton and later Dartmouth and Box to Green Mountain College.

A couple years ago they got serious about the business and vowed to raise the funds necessary to hire a professional artist, a lawyer, and a marketing consultant to create a full demo kit, capable of piquing the interest of investors. They also gave their company a real name with a real mission: "REALE, Inc."



The business name is an acronym they created: "Respecting Environments & Appreciating Lives Everywhere."

Both Yennie and Box are committed to creating a company that gives back to the world – and encouraging kids to do the same. "We're already planning to incorporate an option in the online version of our REALE games where kids can trade in their points for prizes – or they can choose to donate their points to the animal charity of their choice," Yennie explained. "If they opt for the

latter, REALE, Inc. will match their donation with real-world dollars. It's a great way to empower kids to make a difference in their world."



A bit of Island magic struck again last month when Box and Yennie met another Cape Cod hometown man: Jeff Corwin of Animal Planet. At a fundraising event held in Norwell, MA, the Islanders got a chance to discuss their business venture with Corwin. "It was great to meet him," said Box. "He's someone who has taken his passion for animals and created a successful business that donates generously to charity."

In the meantime, Yennie and Box are presenting their business plan to Island investors and philanthropies – with great success. "We're almost there, and we're not going to stop until we get there," said Yennie. **vs**

To learn more about REALE, Inc., call (323) 404-7608 or email [sen\\_box@yahoo.com](mailto:sen_box@yahoo.com).

**Boys to Men:** Garrett Box & Brian Yennie now (top, left) & through the years (below). The Animal Baseball League Game board (top) with a typical character player with a message (below).