



Media Coverage Report  
January 2014



In January the Margulies Communications Group (MCG) provided to support to three of The Collide Center's tenants: Boss Flight, Klinkert Software and Services, Inc and Lucky Shoe Books.

MCG wrote and posted stories on *Dallas Morning News*' NeighborsGo website. The coverage is as follows:

## Lucky Shoe Books

The Dallas Morning News, Nancy Churnin

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By NANCY CHURNIN  
Staff Writer  
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Published: 23 January 2014 07:10 PM  
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### USA FILM FESTIVAL'S KIDFILM FESTIVAL

We're excited that the wonderful two-day fest is free this year in honor of its 30th anniversary. Complimentary tickets are required and available the day of the show only, beginning one hour before screening (seating is limited). Jan. 25 and 26, with tickets available starting at 11:30 a.m. and screenings starting at 12:30 p.m., at the Angelika Film Center, 5321 E. Mockingbird Lane, Dallas. See the website for schedule information. 214-821-3456. [usafilmfestival.com](http://usafilmfestival.com).

**Highlights include:**

Autographs of free copies of *The Crocodile and the Scorpion*, the latest book from authors and illustrators Ed and Rebecca Emberley (she's his daughter). Plus, there'll be screenings of film adaptations of several of their books, including Ed Emberley's Caldecott Medal-winning *Drummer Hoff*.

International films, such as the Oscar-nominated *Ernest & Celestine* (presented in English) and the South African *Khumba*.

Films from local producers, such as *Abner*, *the Invisible Dog* and *My Dog the Champion*.

An early screening of *The Lego Movie* in 3-D, which is scheduled to be released Feb. 7.

A 35th-anniversary screening of *The Muppet Movie* (perfect timing with the release of *Muppets Most Wanted* in March).

Animated shorts adapted from *Creepy Carrots!* and other favorite picture books.

**MY HOMEWORK ATE MY DOG** Meet new Texas author C.K. Smith as he reads and autographs his book at Prosper Library. His picture book, aimed at ages 4-8, is about a girl who has a reason to be nervous about her first day of second grade. It's published by Texas-based Lucky Shoe Books, a company founded by educators that provides educational curriculum free of charge to be used alongside its books. Jan. 25 readings at 11:30 a.m. and 12:30 and 1:30 p.m. at 700 N. Coleman, Prosper. 469-219-2499. [luckyshoebooks.com](http://luckyshoebooks.com).

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## MCKINNEY'S COLLIDE CENTER PRODUCES ANOTHER SUCCESSFUL ENTREPRENEUR



By Katherine Quintero  
katherine@prexperts.net  
2:14 pm on January 13, 2014 | Permalink



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### MCKINNEY'S COLLIDE CENTER PRODUCES ANOTHER SUCCESSFUL ENTREPRENEUR

#### *Collide Center Tenant Debuts His First Children's Book*

Local author, C.K. Smith, debuts his first book, *My Homework Ate My Dog*, at Prosper Library. Bring your children to hear Smith read from the book on **Saturday, January 25 at Prosper Community Library from 11 a.m. – 2 p.m.** Aimed at children ages 4-8, the story follows the tale of a girl who has reason to be nervous about her first day of 2nd grade. The book is published by Lucky Shoe Books, a tenant of McKinney's Collide Center.

"The Collide Center played a critical role in getting the book written and published," said Smith. "I was able to consult and network with others on areas such as trustworthy CPAs and lawyers. Most importantly it gave me an inspirational place to write, and a conference room where my team could spread out and review proofs and artwork while preparing the book for publication."

The Collide Center also offers the opportunity for investors to meet with start-up companies and provide advice and potential capital to move these businesses to the next level. Studies show that businesses that started in programs such as the Collide Center double their chance of success after four years. The Collide Center was developed to support emerging technologies and innovative industries within McKinney and provides workspace, education and support to local entrepreneurs.

"Last year one of the Collide Center tenants appeared on Shark Tank. We can't wait to see what 2014 has in store for our entrepreneurs," said Jim Wehmeier, President- CEO of McKinney Economic Development Corporation. "We receive applications on a daily basis from new and exciting start-ups. "

For more information visit the company's website at <http://www.luckyshoebooks.com>.




# Boss Flight

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## Boss Fight Entertainment Launches

 By Katherine Quintero  
katherine@prexperts.net  
8:31 am on February 4, 2014 | Permalink



*Bonfire Studios Founders Reunite to Form New Studio Focused on Free-to-Play Games for Mobile Devices*

**Boss Fight Entertainment**, a new 25-person company focused on creating breakthrough, original free-to-play games for mobile devices, was announced today. Led by the senior management and creative talent of former Bonfire Studios, and later acquired becoming Zynga Dallas, Boss Fight's core team was behind the hugely-successful CastleVille, Age of Empires, and Halo Wars franchises. The studio is led by a veteran management team anchored by President and CEO, David Rippy, Chief Creative Officer, Bill Jackson, and Chief Operating Officer, Scott Winsett.

"Boss Fight is made up of an incredible group of people who have worked together for over a decade, dating back to Ensemble Studios," said Rippy. "Our shared history of making successful games across console, mobile, PC, and social networks is uncommon in the industry and is one of the things that makes Boss Fight uniquely positioned in mobile gaming."

"We learned quite a bit about designing and operating free-to-play games over the last five years," commented Jackson. "Boss Fight's next game will combine everything we know about free-to-play and mobile with the high production quality of our biggest franchise titles. We're already working on an original IP that we'll start talking about in the coming months."

"The future is mobile and tablet gaming; playing anytime, anywhere, with anyone, added Winsett. " That freedom of choice, combined with free-to-play, makes this the biggest shift we've seen in the industry in years. We know we have the right strategy at the right time and are ready to focus on the opportunities of the future."

Boss Fight's first game is expected to be announced in the coming months with the team fully focused on

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### Things To Do

- Patents & IPs - Three... [BUY](#)  
Wednesday, Feb 5, 12:30 pm  
Collide Center, McKinney
- McKinney North High School...  
Friday, Feb 7, 6:00 pm  
McKinney North High School,  
McKinney
- Cadette Girl Scout Badge... [BUY](#)  
Friday, Feb 7, 6:00 pm

# Klinkert Software and Services, Inc

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## A NEW YEAR BRINGS NEW BUSINESS TO THE CITY OF MCKINNEY

By Katherine Quintero  
katherine@prexperts.net  
8:28 am on January 21, 2014 | Permalink

### The Collide Center Proving to be great place for start-ups

Klinkert Software and Services, Inc., based in McKinney, Texas, announces its pre-beta program for The Network Strategizer TM, a communications network planning and high level strategy design tool that helps develop an infrastructure for complex, large wireless, copper and optical communications networks.

"I am really excited to introduce this unique software design tool," said Anthony Klinkert, founder of Klinkert Software & Services. "The Collide Center in McKinney was a huge help. Not only did it allow me to have a professional space to hold meetings and meet with potential customers but networking with other entrepreneurs created an inspiring atmosphere."

"We are very excited for what this year holds for the city of McKinney," said John Valencia, McKinney Economic Development Corporation. "We want business leaders and entrepreneurs to know that the city of McKinney supports the development, expansion and relocation of new and existing companies, especially start-ups."

Klinkert Software & Services is offering a free trial of The Network Strategizer to a limited number of pre-beta customers. Interested customers are encouraged to visit the website at [www.KlinkertInc.com](http://www.KlinkertInc.com) and complete the contact form.

For more information about The Collide Center visit the website at [www.collidecenter.com](http://www.collidecenter.com).

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### Things To Do

- Cupid's 1 and 5K and...  
Saturday, Feb 15, 6:00 am  
Adriatica Bell Tower, McKinney
- McKinney "Getting Started:..."  
Saturday, Feb 15, 9:00 am  
The McKinney First Baptist Church, McKinney
- Brownie Girl Scout Badge...   
Saturday, Feb 15, 1:00 pm  
Chestnut Square Historic Village,