



Halfbrick Studios team with BBC Studios to Launch *Bluey's Quest for the Gold Pen* Video Game



Watch Trailer: [HERE](#)

- Collaboration between *Bluey* creator Joe Brumm, BBC Studios and Halfbrick Studios launches on 11th December
- Preorders are open now on the App Store, Google Play, and for PC and consoles
- A brand new original story by Joe Brumm

BBC Studios and *Bluey*'s creator have joined forces with world-renowned game developers Halfbrick Studios to launch *Bluey's Quest for the Gold Pen* – a brand new, original story-led adventure game, inspired by the BAFTA and Emmy® Award-winning series.

Bluey's Quest for the Gold Pen sees **Brumm** collaborate with hometown heroes **Halfbrick Studios**, the acclaimed developers behind global hit games such as *Fruit Ninja* and *Jetpack Joyride*. In partnership with **Ludo Studio**,

Bluey's Quest for the Gold Pen takes players on a fun-packed adventure into the world of *Bluey*.

Inspired by the hand-drawn worlds of the *Dragon* and *Escape* episodes from the global hit TV series, *Bluey's Quest for the Gold Pen* invites players to unlock Bluey's drawings, brought to life as the Heeler family gather around the kitchen table to draw together. Featuring fully animated cutscenes woven into an all-new story written by Joe Brumm, the game blends heartfelt storytelling with discovery-driven gameplay for an experience filled with exploration and delight.

Bluey is drawing her world when Dad suddenly pinches the Gold Pen she needs to complete her story. Transported into Bluey's drawing, Mum designs the magical lands, Dad rocks up on his cool bike as self-declared King Goldie Horns, and Bingo transforms into her honk-happy alter ego — Bongoose! Away they go on an exciting quest to retrieve the Gold Pen - and have heaps of fun along the way.

Bluey's Quest for the Gold Pen features nine adventure filled levels brimming with snowy mountains, golden beaches, lush green forests, and even the Australian Outback. Each level leads players closer to King Goldie Horns' shining kingdom.

Along the way, players can uncover hidden treasures, solve playful puzzles, and embark on magical mini quests as they glide, fly, and skate through a world of fun challenges. Just like the beloved animated series, *Bluey's Quest for the Gold Pen* inspires laughter, creativity, and exploration for players of all ages.

Bluey's Quest for the Gold Pen features the original voice actors from the animated series. The soundtrack has been composed and produced in-house by Halfbrick in close collaboration with Ludo Studio and BBC Studios to help immerse players into an exciting, and truly delightful world of *Bluey*.

"*Bluey* has always been about turning small moments into big adventures. Writing *Bluey's Quest for the Gold Pen* and seeing the game come to life has been a lot of fun, and I'm excited for families to play and experience the world of *Bluey* in a way that only imagination can make possible." – **Joe Brumm, creator of *Bluey***.

“We wanted to make something that kids and families will remember as one their favorite games of all time,” said **Shainiel Deo, CEO of Halfbrick Studios**. “Joe and I have been friends for years, and that closeness made it easy to create something authentic to Bluey while aiming for the kind of timeless fun we all remember from classic games. Our hope is that *Bluey’s Quest for the Gold Pen* becomes one of those special games that makes the kind of memories that players will treasure for years to come.”

“Witnessing the collaboration between Halfbrick, Joe Brumm and Ludo Studio on this project has been an absolute delight” said Marina Mello, Global Director, Gaming & Interactive, BBC Studios. “It’s been a true meeting of creative minds in Brisbane, and their craft shines through every element of the game. This is a fresh and imaginative take on *Bluey* - something totally different for our fans, still filled with the humour and warmth they love, but with a touch more challenge for those ready for it”.

Designed for players aged 7 and above, *Bluey’s Quest for the Gold Pen* welcomes fans of all ages, offering accessible fun for newcomers and rewarding challenges for those eager to explore its beautifully crafted worlds. Like the beloved series, the adventure aims to delight anyone who wants to dive into the world of *Bluey*.

***Bluey’s Quest for the Gold Pen* will launch globally on 11 December 2025 exclusively on the App Store for iPhone, iPad and Mac, followed by Google Play on 10 January 2026 and offer a free experience of the game, with an optional one-off payment to unlock all levels. Halfbrick, in partnership with PM Studios, will also be bringing the game to PC, Nintendo Switch™, Nintendo Switch™ 2, PlayStation®5, and Xbox Series X|S later in 2026.**

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Notes for Editors:

App Store Links:

- [Apple](#)
- [Google Play](#)

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About Bluey

Bluey is created and written by Joe Brumm and produced by Emmy® Award-winning Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government.

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

The series has also enjoyed a plethora of critical success at home and abroad, winning a 2022 BAFTA Children & Young People Award in the International category, and recently picked up its fifth consecutive AACTA Best Children's Programme award – in addition to an International Emmy® and numerous craft and production awards around the world.

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About Halfbrick Studios

Founded in Brisbane in 2001, Halfbrick Studios has grown from a small local developer into one of Australia's most recognizable names in games. After early success creating titles for handheld consoles, the studio became a global hit with originals like *Fruit Ninja* and *Jetpack Joyride*, which together with other releases have been downloaded billions of times. Today Halfbrick creates high-

quality experiences across mobile, virtual reality, and console platforms, including *Bluey's Quest for the Gold Pen*, with a focus on sparking creativity, fun, and nostalgia for players of all ages.

About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy® and Logie award-winning Australian studio that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. ludostudio.com.au

Bluey

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