

NERF
ELITE



NERF

Brands We Know

Nerf



ZOMBIE
STRIKE



VORTEX



Pilot



**Jump into the cockpit and
take flight with **Pilot** books.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!**

This edition first published in 2016 by Bellwether Media, Inc.

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Library of Congress Cataloging-in-Publication Data

Names: Green, Sara, 1964-

Title: NERF / by Sara Green.

Description: Minneapolis, MN : Bellwether Media, Inc., 2016. | Series:

Pilot: Brands We Know | Includes bibliographical references and index.

Identifiers: LCCN 2015028669 | ISBN 9781626173491 (hardcover : alk. paper)

Subjects: LCSH: NERF toys--Juvenile literature.

Classification: LCC GV1220.9 .G74 2016 | DDC 7901/33--dc23

LC record available at <http://lccn.loc.gov/2015028669>

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Printed in the United States of America, North Mankato, MN.



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What Is Nerf?

Six children arm themselves with Nerf blasters for a backyard battle. Soon, foam darts are flying through the air. The children try to outrun them, but the darts travel fast and far. A player gets hit and is out! The other players fire until their **clips** are empty. After reloading, the action begins again!

Nerf is a popular toy **brand** owned by Hasbro, Inc. This company is one of the largest toy makers in the world. Its **headquarters** is in Pawtucket, Rhode Island. Nerf is well known for its brightly colored toy weapons. These shoot foam **ammunition** or squirt water. Nerf also sells **accessories** for its weapons. Nerf balls and other sports equipment are very popular. People can play with these toys indoors and outdoors. Many kids also test their battle skills with Nerf's online games. When people play with Nerf, they are sure to have fun!



By the Numbers

around
175
Super Soaker models
have been released

75
countries sell Nerf
products

601
participants in a
record-setting
Nerf battle

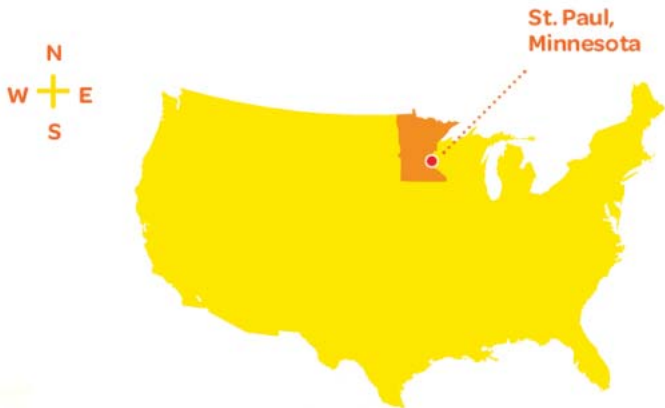
100
feet (30 meters) is the
farthest a Nerf blaster
can shoot

144
darts stored at one
time in the N-Strike Elite
Hail-Fire



How Nerf Began

The Nerf brand started with a ball. A man named Reynolds Guyer, or Reyn, created it in 1969. At that time, Reyn owned a toy company based in St. Paul, Minnesota. He had an idea for a game called “Caveman.” To play, people hid fake money under foam rocks. They threw the rocks at each other to prevent stealing. Reyn and his team realized that throwing the foam rocks was the game’s best part. They used scissors to cut off the edges of a rock. Now they had an orange, squishy ball. This was the first Nerf ball.



Throw it indoors; you can't damage lamps or break windows. You can't hurt babies or old people.

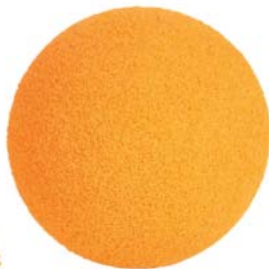
1970s Nerf ball tagline



The team presented their toy to a large company called Parker Brothers. In 1970, Nerf balls went on sale for less than a dollar. People loved playing games such as volleyball and basketball inside their homes. By the end of the year, more than 4 million Nerf balls had been sold. The small foam ball was a hit!

The Orange Ornament

The Guyer family still owns the original Nerf ball. Every December, the family hangs it on their Christmas tree as an ornament.



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