

Apocalypse Keys EHP0059

Stand-Alone Book

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The Ten-Second Pitch

Apocalypse Keys is a stand-alone RPG of epic monsters struggling to *save the world* and *resist the Darkness* that can consume them.

Target Market

- Fans of *Hellboy*, *B.P.R.D.*, *Men In Black*, *Penny Dreadful*, and *Doom Patrol*.
- Gamers who enjoy story-heavy RPGs of monstrous powers & big emotions
- Queer, trans, or otherwise marginalized gamers and their allies
- Fans of existing Powered by the Apocalypse (PbtA) games
- Gamers looking for epic campaigns where outcast monsters work in the shadows to thwart the Apocalypse and find fellowship with one another

Up-Sells & Cross-Sells

- Evil Hat's critically-acclaimed *Thirsty Sword Lesbians* [EHP0069] and the *Advanced Lovers & Lesbians* [EHP0070] supplement
- Best-selling PbtA RPG *Monster of the Week* [EHP0060] and its supplement *Tome of Mysteries* [EHP0046]
- Games centering identity, power, and interpersonal drama like *Monsterhearts* or *Masks*
- The first Powered by the Apocalypse game, *Apocalypse World*.

Selling Points

- An easy-to-use game based on the Powered by the Apocalypse System
- Innovative game mechanics create tension between epic displays of power and a grim descent into ruin
- Features a compelling theme of monstrous agents investigating supernatural threats while battling their own feelings of alienation
- Offers a unique approach to mysteries where the GM provides keys to the mystery and the players come up with theories that may prove to be true—or advance the doomsday clock closer towards an apocalypse
- Safety and consent tools are baked into the game's entire design
- Seven character archetypes focus on both monstrous abilities and profound emotional longings
- Supports one-shot pick-up as well as longer-term campaign play styles
- Contains six Mysteries featuring enigmatic NPCs, dynamic locations, and dire stakes

UNLOCK YOUR HEART OR UNLOCK THE APOCALYPSE

As an **Omen class monster**, you are the only thing capable of holding back the apocalypse. Combat **occult threats** and investigate **supernatural phenomena** alongside your team of supernatural agents working for the shadowy **DIVISION**. But in a world that shuns monsters like you, only your deepest, most heartfelt bonds can grant you the power to stop those who seek to unlock **Doom's Door**.

Inside this book, you'll find:

- **A game of monsters bound by fate, love, and power.** Explore emotional connections, complicated relationships, unpredictable mysteries, larger than life apocalyptic threats, and the brightest hope in the darkest despair.
- An innovative take on the **Powered by the Apocalypse** rules engine.
- **Seven Playbooks**, each with their own destructive abilities and consuming desires.
- **Guidance and support for running the game**, including advice for the Keeper on how to craft your own Apocalypse.
- **Detailed Mysteries for the team to investigate** and plenty of guidance on creating your own.
- **Strategies and safety tools** to ensure everyone at the table enjoys a fun, memorable session.
- **Support and advice** for creating one-shot sessions or full campaigns

The apocalypse draws near. There are **Keys** to find, **Mysteries** to solve, **Doors** to unlock, and ruthless **Harbingers** to battle.

IT'S TIME TO FACE YOUR FEARS OR BECOME FEAR ITSELF!

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