



MEDIA RELEASE

For Immediate Release | 17 March 2026

11-Year-Old Is One of Australia’s Youngest-Ever Card Game Creators — and His Game Just Sold Out.

MELBOURNE — Sam Meldrum was 9 years old when he created Dragon Odyssey, a fantasy strategy card game featuring mythical dragons, brave knights, and daring quests — making him one of Australia’s youngest-ever card game creators. Now 11, Sam’s game has sold out its entire first production run of 1,000 units, earned 63 five-star reviews, and been exhibited at the 2026 Melbourne Toy Fair.

Sam is autistic. Some of the social situations that other kids navigate easily have been harder for him. But around the game table, none of that mattered. Dragon Odyssey became his way of connecting with friends and family through something he’d created.

“I was bored of my old card games, so I decided to make my own,” Sam said. “I started drawing dragons in my notebook and it just kind of grew from there.”

Dragon Odyssey is a card game for 2–5 players, ages 8+, lasting 15–25 minutes. Families describe it as the natural next step for kids who have outgrown simpler card games — strategic enough for adults, simple enough for an 8-year-old to learn in minutes.

What started as sketches in a notebook became over a year of testing with family, school friends, and neighbours. The game sold out within six months of launching, was picked up by independent retailers across Australia, and was exhibited at this year’s Melbourne Toy Fair alongside major industry brands. A second production run is now available.

“Watching Sam connect with friends and family through something he created has been the best part of this whole journey for us,” said Monica Meldrum, Sam’s mum. “He spent over a year getting it right. It wasn’t just Sam’s idea anymore — it was a game a whole community helped shape.”

“I didn’t think anyone except my friends would buy it,” Sam said. “It’s pretty cool that families actually like it.”

Dragon Odyssey is available at www.dragonodyssey.com and select Australian retailers.

ENDS



NOTES TO EDITORS

Key Facts

- Creator: Sam Meldrum, age 11 (started designing at age 9), Melbourne
- Game: 108 cards, 2–5 players, ages 8+, 15–25 minutes
- Sales: 1,000+ units (first run sold out), 63 verified five-star reviews
- Exhibited: 2026 Melbourne Toy Fair
- Price: AUD \$34.95
- Trademark: Registered in Australia, UK, and USA

Visuals Available on Request

High-resolution product photography, photos of Sam with the game, card artwork samples, and gameplay images.

Interview Availability

Sam's parents are available for interview in all formats. Sam is available for pre-recorded segments, in-studio demonstrations, and photo opportunities. The family requests a relaxed, low-pressure environment for any filming involving Sam.

Media Contact

James Meldrum (Sam's dad)

Email: james@heylo.au

Mobile: 0409 120766

Website: www.dragonodyssey.com