The Mahj Room Press Kit

A prettier place to play.

Company overview, founder biographies, founder story, interview topics, selected portraits, and brand assets for media coverage.



Emily Plauche

Founder & CEO

themahjroom.app

@themahjroomapp

COMPANY OVERVIEW

The Mahj Room at a glance

The Mahj Room is a multiplayer American Mahjong game for players of every level, with a beautiful, fully customizable table and optional tools for learning and practice.

Company facts	Details
Product	The Mahj Room
Category	Digital American Mahjong
Company	Commerce Street Gaming, Inc.
Founder and CEO	Emily Plauche
Based in	Austin, Texas
Brand line	A prettier place to play.
Press preview	test.themahjroom.app — explore before launch
Website	themahjroom.app
Instagram	@themahjroomapp

Multiplayer for every level

From first-time learners to seasoned competitors, players can enjoy games with friends and choose the playing level that suits them.

Your table your way

Customize the table style, tiles, and mats, choose your playing level, and turn hints and targets on or off to create the experience you want.

Play learn and practice

Multiplayer games and solo practice fit around your schedule. An in-depth interactive tutorial and optional learning tools offer support whenever you want it.

READY TO USE COPY

Company and founder biographies

About The Mahj Room

The Mahj Room is a premium multiplayer American Mahjong game for players of every level, founded by Emily Plauche in Austin, Texas. Customize the table style, tiles, mats, and playing level, and turn hints and targets on or off to create the experience you want. Play solo or with friends, with an optional interactive tutorial offering more than one hour of instruction and tools for learning the card. The Mahj Room is a product of Commerce Street Gaming, Inc. Explore the pre-launch press preview at test.themahjroom.app and learn more at themahjroom.app.

Emily Plauche

Founder and CEO

Short biography

Emily Plauche is the founder and CEO of The Mahj Room, a customizable multiplayer American Mahjong game for every level. A Natchez, Mississippi native and lifelong gamer, she spent more than twenty years in commercial real estate finance before building the beautiful, intuitive game she wanted and couldn’t find. She lives in Austin.

Extended biography

Emily Plauche is the founder and CEO of The Mahj Room, a premium multiplayer American Mahjong game for players of every level. She grew up in Natchez, Mississippi, in a family of card players. Her mother still belongs to three bridge clubs, and her grandfather built his first house with his poker winnings.

Plauche moved to Texas for college, earning a finance degree from SMU and a master’s in commercial real estate from Texas A&M. She spent more than two decades in commercial real estate finance in Austin, including eleven years as a VP of Originations at Berkadia, where she closed more than $1 billion in transactions.

After learning American Mahjong in July 2023, she wanted a beautiful, intuitive, customizable digital game. In 2026, she left her career and built the first versions herself. The Mahj Room is a product of Commerce Street Gaming, Inc., named for the Natchez street where she and her husband, Charlie, grew up across from each other. They live in Austin with their two young children.

IN HER WORDS

The game I wanted to build

By Emily Plauche, Founder & CEO

I grew up in Natchez, Mississippi, in a house often filled with my mother's bridge friends. The rooms were loud with laughter, the wine was flowing, and the table was the center of everything. I would spend much of my life chasing that feeling. I finally found it again in Mahjong.

Games run on both sides of my family. My mother learned bridge at twelve and at her peak belonged to four clubs at once. My grandmother taught me Rummikub when I was seven. My grandfather built his first house with his poker winnings during World War II. I played poker through graduate school and into my career, regularly making final tables, and just as regularly having the rules explained to me by men I had knocked out hours earlier.

I spent more than two decades in commercial real estate finance. I am comfortable with big numbers, big deals, and being the only woman in the room. But I always wanted to build something of my own.

I learned American Mahjong in July 2023 and was hooked at once. Between a full-time job and two toddlers, my friends and I were lucky to play once a month. I wanted a way to practice between those nights and keep playing with friends when we couldn't get together. I went looking for an app, but nothing had the beautiful, intuitive, customizable experience I wanted.

On the evening of our fifth wedding anniversary, I told my husband, Charlie, "It's the digital game. The options are terrible. I can do this." Two weeks later, I left my twenty-year career. A founder friend pushed me to try building it myself, and I built the first versions on my own.

The Mahj Room brings the pleasure of a beautiful Mahjong table to digital play, with tile sets you would want on your own table. It is a multiplayer game for every level. You can change the style, tiles, mats, and playing level, and turn hints and targets on or off to create the experience you want. Play solo or with friends, with optional tutorials and card-learning tools whenever you want them.

I will always believe Mahjong is best around a real table with real friends. I hope The Mahj Room helps you get there more often.

Emily Plauche, Founder & CEO

Story ideas and interview topics

A multiplayer game for every level

How customizable table styles, tiles, mats, playing levels, and optional hints and targets let players create their own experience, from relaxed games with friends to competitive play.

From commercial real estate to game founder

After more than two decades in commercial real estate, Emily left her career and taught herself to build the first versions of a digital game.

A lifelong gamer builds for her own table

Bridge, Rummikub, tournament Poker, and Nintendo all belong in the story of a founder creating an American Mahjong experience she wanted to use herself.

Keeping game night in a busy life

The product began with a familiar challenge: finding time for friends and a favorite pastime while working and raising young children.

In Emily’s words

“I will always believe Mahjong is best around a real table with real friends. But modern life does not always make that easy.”

MEDIA ASSETS

Selected founder portraits

Three distinct portraits are included as individual image files in the complete press package. Match the four-digit numbers below to the supplied filenames.







8779 Primary founder portrait

Seated on a bench, facing the camera. Recommended for founder features and introductory profiles.

8795 Standing portrait

Closer standing portrait with one hand on hip. Recommended for business profiles and founder introductions.

8839 Founder portrait alternative

Standing beside ornamental grasses with hands on hips. Recommended for business profiles and founder announcements.

Suggested caption

Emily Plauche, Founder & CEO of The Mahj Room.

Press preview

Explore The Mahj Room before launch: test.themahjroom.app

Media inquiries

Emily Plauche, Founder & CEO

Email: contact.csgaming@gmail.com

themahjroom.app

Instagram: @themahjroomapp

Photo credit: Vanessa Cerday Photography.

Logo and brand reference

Original logo artwork and the supplied color-and-font guide are included in the Brand_Assets folder of the complete press package.



Included files

The_Mahj_Room_Logo.svg

Scalable vector artwork for design and print layouts.

The_Mahj_Room_Logo_Transparent.png

Transparent PNG for digital layouts and everyday use.

The_Mahj_Room_Colors_and_Fonts.pdf

Original designer reference for colors, fonts, and file formats.

Brand colors

Green	Gold	Coral	Cream	White
#0C6245	#DAAB65	#E67D68	#F1EAD9	#FFFFFF

Use the supplied artwork at its original proportions. Keep the logo colors and lettering intact.