

PRESS RELEASE

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You are the next curator of our Instagram page!

GET READY TO BE THE WORTEN CURATOR WITH THE #WortenInstaChallenge

- Identify the Worten profile in your contents by 9 April
- Share funny, original photos or videos in your profile with the hashtag #WortenInstaChallenge
- You could win one of the four Bridge PANASONIC Lumix cameras we are giving away
- 4 weeks, 4 categories and 4 prizes

Worten's social networks will open the curatorship of their Instagram page in April. Previously, it was only open to influencers, but now it's open to the entire community, inviting everyone to share, a fun and original photo or video about their everyday life at home, in their Instagram page with the hashtag #WortenInstaChallenge.

It is very simple and you can participate in several different categories:

- 1 - Home Schooling
- 2 - Family recipes
- 3 - Cleaning and maintaining the house
- 4 - Keeping connected (Your friends and family need you!)

To become a Worten curator you just need to identify our Worten profile in the photo or video you make and post it in your personal profile **until 9 April**. Put the category you want to apply for and don't forget to identify us **@wortenpt**, along with the hashtag in your photo description.

Your profile must be public for your application to be accepted. All those selected to be shown on our wall are eligible to win one of the four PANASONIC Lumix Bridge cameras. We will select the 3 best photos or videos by category each week, which will be voted on our wall. The one with the most likes wins! That's four weeks, four categories and four cameras we have to offer.

Enjoy these days at home and give your creativity wings, because the next Worten curator is you!

worten

For further details, contact Lift Consulting:

Helena Rocha | helena.rocha@lift.com.pt | 917 176 862

Sofia Rijo | sofia.rijo@lift.com.pt | 913 010 769

