

PRESS RELEASE

Lisbon, 29/10/2018

Online from 29 October to 14 November

WORTEN GAME RING CONTINUES UNBOXING AT THE LISBON GAMES WEEK AND LAUNCHES A CHALLENGE OFFERING GAMING FANS TICKETS

- “The Worten Game Ring unboxes the best of the Lisbon Games Week” is the slogan of the campaign launched this Monday, 29 October, to advertise the brand's presence at the country's largest gaming and entertainment fair.
- The Worten Game Ring is giving away tickets to the Lisbon Games Week over almost three weeks, challenging the followers to participate in live unboxings on the Worten Facebook page, starting today.
- This event is going to provide a phone number (938 148 099), where fans can try and win tickets - all you have to do is pay attention to the Worten Game Ring and Worten social networks and take part whenever the number is active. See the video here: <https://youtu.be/88RG84BVOGw>.

The Worten Game Ring, campaign to advertise its presence at the Lisbon Games Week starts today 29 October. On air until 14 November, this new campaign – which is going to be broadcast on digital media and Worten.pt (www.worten.pt/lisboa-games-week), and also on TV – is based on giving away hundreds of admission tickets to the Lisbon Games Week, where the brand is the main sponsor and has a privileged stage.

These free tickets are being given away on the Worten Game Ring Twitter and Twitch feeds as well as through the Worten Facebook page, where a special system has been created: starting today, the first people to call 938 148 099, when the number is active, will be able to choose the item they want to unbox and try and win the free admissions the brand is giving away. Fans who want to know when the number is active have to follow the Worten Game Ring and Worten social networks because these are where the times for the different live unboxings are going to be published.

Following the first activation on Twitch with Morais HD, on the country's most popular live streaming event, the Worten Game Ring continues to invest in giving away tickets to what is considered to be the biggest gamer community event in Portugal. The Lisbon Games Week is being held at FIL between 15 and 18 November.

Worten Game Ring on the social networks:

<https://www.twitch.tv/wortengaming>

<http://www.twitter.com/WortenGameRing>

<https://wrt.page.link/worten-game-ring-fb>

<https://www.youtube.com/user/wortenpt>