

PRESS RELEASE

Lisbon, 15/10/2018

Worten is the official sponsor of the event being held between 15 and 18 November

WORTEN GAME RING ACTIVATES LISBOA GAMES WEEK THROUGH CONTENT ON TWITCH WITH STREAMER MORAIS HD

- “Take unboxing to another level of content” is the name of the campaign that is kicking off this Wednesday 17 October at 21:00 on the Worten Game Ring Twitch, with the Lisboa Games Week as the main star.
- This activation uses a live quiz hosted by Morais HD, of the biggest Portuguese steamers, who is going to give fans the chance to win the first 10 double admission tickets to the Lisboa Games Week.
- The quiz is going to be broadcast on Worten Game Ring Twitch, the gamer community's favourite social network.
- The Lisboa Games Week is being held between 15 and 18 November at the 'Feira Internacional de Lisboa' with Worten as the main sponsor of this edition once again.

The Worten Game Ring is getting stronger and stronger with the Gamer community. This time, one of the greatest streamers in Portugal today, Morais HD (<https://youtu.be/NGNX1IzidcY>) is joining us to kick off a series of events to publicise the Worten Game Ring brand and our presence at the Lisboa Games Week. The first activation is going to be a live quiz hosted by streamer Morais HD on the Worten Game Ring Twitch, giving away 10 double admission tickets to the Lisboa Game Week on Wednesday the 17th starting at 21:00.

The idea is that the Worten Game Ring is going to hold unbox different initiatives up until 15 November, the first day of the event, to help bring the domestic gamer community closer to the brand by entertaining them and offering tickets every week to the greatest gaming fair in Portugal.

The decision to choose Twitch to activate our presence at the Lisboa games Week was not a fluke. Twitch is the leading social network to broadcast live video games, with more than 700,000 Portuguese young people accessing the platform every month. This strategic option helps Worten bolster its positioning as an excellent gaming brand in our country.

Worten Game Ring on the social networks:

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

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

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

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

