

# Paf give away the world's oldest champagne – and donate to a cleaner Baltic

In early June the Åland gaming company Paf will be launching the slot machine Treasure Diver, a unique game inspired by the discovery of the world's oldest champagne in the Åland archipelago. The game contains a 'charity counter' which counts in time with the game's turnover. Paf will donate the money generated by the game to help create a cleaner Baltic Sea.

**Everyone who plays on Treasure Diver also has the chance to share in the incredible champagne discovery.**

Paf's owner, the provincial government of Åland, has decided to donate one of these antique bottles for the gaming company to raffle among its customers.

- We are unbelievably happy about the provincial government's decision. This means that we can offer our customers a prize like none before it, says Paf's CEO Anders Ingves.

A percentage of the turnover for Treasure Diver will be donated by Paf to the very sea that has preserved the champagne bottles for approximately 200 years. The game contains a counter so everyone can follow the total amount of money going towards the work for a cleaner Baltic Sea. During the first year Paf will donate at least 20,000 euros.

- Our hope and belief is that the total amount will be much higher. The chances of collecting a much larger amount of money are considerably greater now we are able to connect the champagne bottle prize to the game, says Paf's PR manager Anders Sims.

Paf has begun collaboration with the Baltic Sea fund who will look after the money collected in Treasure Diver. The first project will be the construction of a major water reservoir to prevent pollutants flowing into the Baltic Sea.

- Our hope is that this pilot project can lead to a ripple effect and construction of water reservoirs in more places around the Baltic Sea, says Anders Sims.

How much the champagne bottle is worth will be revealed when two bottles are auctioned off on Åland on 3 June. Experts have suggested that a bottle could be worth more than 50,000 euros. Paf will launch Treasure Diver in connection with the auction and the champagne prize will be linked to the game's jackpot.

## **For further information:**

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