



## Pringles joins DreamHack Winter 2019 as Festival Partner

DreamHack, the premiere gaming lifestyle festival, and Pringles, a Kellogg Company and a world-leading snacks brand, have signed an agreement making Pringles a Festival Partner for the upcoming 2019 edition of DreamHack Winter.

*"We are proud that Pringles has decided to partner with us as they aim to expand their gaming and esports activations"*, said DreamHack co-CEO, Marcus Lindmark. *"There's no doubt that Pringles is a strong brand within the snacks segment, making our two companies a great fit, and we are sure that the visitors at DreamHack Winter will be just as happy as we are."*

The partnership officially starts today as DreamHack launches a landing page featuring a Fan Can Art Competition where fans can download a template to create their own Pringles can design to make their own Pringles can. The winner of this competition wins a PlayStation 4 and a product care package from Pringles. DreamHack will give all participants a 10% discount on the Festival Pass ticket for DreamHack Winter.

"We are thrilled to partner with DreamHack and to be able to connect and engage with Esports enthusiasts & Pringles fans on the ground at the Festival. Being a partner of DreamHack's iconic Winter event signifies the importance of the Esports community and gaming to Pringles", said Hend Hassona, Pringles Market Activation Manager.

Pringles will also set up a "Pop, Play, Eat" booth at the DreamHack Winter 2019 expo area, featuring fun activities for fans to participate in.

The partnership was initiated by the agency Jung von Matt/SPORTS which already supported the esports partnerships of Pringles and their activations since 2017.

DreamHack Winter 2019 takes place from November 29 through December 1, 2019. An additional day of the LAN/BYOC has been added and will begin one day in advance on November 28, offering 80 hours of BYOC activity - the longest DreamHack LAN ever.

Find out more about the Fan Can Art Competition [HERE](#)

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### ABOUT KELLOGG COMPANY

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include Pringles®, Frosties®, W.K. Kellogg®, Special K®, Kellogg's Corn Flakes®, Coco Pops®, All Bran®, and more. Net sales in 2018 were approximately \$13.5 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating Better Days for 3 billion people by the end of 2030 through our [Kellogg's® Better Days](#) global purpose platform. Visit [www.KelloggCompany.com](http://www.KelloggCompany.com) or [www.OpenforBreakfast.com](http://www.OpenforBreakfast.com).

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