

11th of June 2018

MARRIAGE UNBLOCKED: NOW EVERYONE CAN WALK DOWN THE AISLE ON BLOCKCHAIN

Today love is controlled by states and religions – this means same-sex marriages are forbidden in 87% of all countries in the world. That's the background to the initiative Marriage Unblocked – a digital platform where everyone, no matter the label, can propose, exchange vows and get married on blockchain, anonymously or proudly in public.

Behind the initiative is the Swedish sports fashion brand Björn Borg that once again takes a stand for love and equality.

–We believe that sport is love and love is equal. The first basic right is to love whomever you want. With our new platform Marriage Unblocked we can decentralize power and open up marriages for everyone wanting to get married, says Jonas Lindberg Nyvang, Marketing Director at Björn Borg.

The platform enables anyone to go down the aisle digitally, store their vows forever and get a certificate of their digital marriage.

The first couple to get married on Marriage Unblocked is Sybille and Alexandra from Switzerland, a country where same-sex marriages are not recognized by law.

– We can now call each other wife and wife. This feels absolutely fantastic! Our blockchain marriage won't give us any equal and legal rights yet, but feeling more accepted is a big step forward. We thoroughly hope marriage unblocked helps push societies to recognize a basic human right – marriage equality, says Sybille and Alexandra.

Blockchain decentralizes power

Blockchain is a new technology that allows you to store information forever, without the involvement of any third parties such as the state or church. The most renowned use case is Bitcoin, a cryptocurrency – but blockchain can be used to decentralize any system of power, not only banking. Now Björn Borg uses the same technology to open up marriages for everyone. The digital platform is built by Superblocks, a company that pushes the boundaries of blockchain.

–Blockchain is not just a technological revolution, it is primarily a socioeconomic revolution. Through its permissionless nature, blockchain can provide new perspectives and solutions to many of the new challenges that societies face today. Marriage Unblocked is a great example of how we can use technology to question how marriage is controlled and set up, says Thomas Backlund, founder of Superblocks.

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2017 amounted to about SEK 1.5 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 699 million in 2017, with an average of 212 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.

Visit the platform: <http://www.marriageunblocked.com/>

Watch the film about equal love: https://youtu.be/Kpt_DPeRWGw

Download press kit: <https://we.tl/fCYokl53li>

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About Superblocks

Superblocks was founded in 2012 on the concepts of decentralization and the empowerment of users. They provide open source accessible tools so that users can build their things on the blockchain and make the world a more awesome place. Visit www.superblocks.com for more information.

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