

Call to name the SPIEL mascot

Visitors to the next **SPIEL Essen** (5 to 8 October) and future iterations of the event will be welcomed by **the fair's own mascot**. Playful, curious, welcoming and joyful – these are the qualities of the orange tabby kitten created by well-known game illustrator and author **Michael Menzel** and shared by the world's largest board game fair. The subsidiary of Spielwarenmesse eG is now looking for a name for the mascot – and wants to involve the game community's fans in the search.

Carol Rapp, Managing Director of Merz Verlag, which organises the fair, explained the background to the new whiskered addition: "What could be more synonymous with games than a cat? They lie around in game boxes, are curious and playful, and elicit emotion." It is hoped that the mascot will further increase game fans' identification with the fair. Michael Menzel, one of the best-known illustrators in the board game world, is behind the design. The artist first visited SPIEL 20 years ago and is still amazed by the size, visitor numbers and positive energy. "I feel incredibly honoured to have been given the opportunity to illustrate the mascot for this event. I really hope that people will associate it in the future with their fantastic experiences at the fair," said Menzel.

Given their strong connection with "their" SPIEL, it is important that the fans also play a part in naming the cat. Everyone with a special bond with the fair is now called upon to submit ideas, be that on social media, by email or via contact form. The SPIEL team will review the submissions and then ask fans to pick their favourite name from among the most suitable suggestions.

Image material for the new SPIEL mascot is available in the media library at www.spielwarenmesse-eg.de/media.

27 June 2023 – sw

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in

Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.