

New SPIEL mascot has a name

For the first time in its 40-year history, SPIEL Essen has a mascot – and this mascot now has a name: Meeps. The Spielwarenmesse eG subsidiary is grateful to the 1,000 game fans who voted overwhelmingly in favour of this choice.

SPIEL fans from all over the world took part in the search for a name. Of the more than 400 suggestions, five were ultimately put to a vote. “The community chose the name and we think it’s very fitting”, explained Carol Rapp, Managing Director of Merz Verlag. “Meeps is inspired by ‘meeple’, a familiar term to those who like to play board games, and also alludes to the noise an animal might make – plus it just sounds cute.”

The kitten created by the renowned game illustrator Michael Menzel is now a SPIEL ambassador. It will help build the buzz for visitors to the world’s largest board game fair on their way to the venue and at the event.

Images are available at www.spielwarenmesse-eg.de/media.

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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. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.