

PRESS RELEASE: FOR IMMEDIATE RELEASE

**INTERNATIONAL MOBILE GAMING AWARDS ANNOUNCES THREE-YEARS  
SPONSORSHIP WITH THE CITY OF HELSINKI**

*The 14th IMGA Global judging session will be held in Helsinki*

**MARSEILLE, March 8th, 2018** – The IMGA is delighted to announce a three-years landmark sponsorship with the city of Helsinki, which will host the next IMGA Global judging sessions. The 14th IMGA Global judging session will be held on March 12-13th, 2018. During two days, 15 worldwide mobile gaming experts will have one mission, play the 100 IMGA Global nominated games and select the 15 winners of this year's edition. Following this unique event, the IMGA, in partnership with MyGamez and the city of Helsinki are organizing the China Game Day: one day of discussion between Chinese and European mobile gaming decision-makers.

Helsinki is the heart of the Finnish Game Industry with its 50 + gaming companies. "Helsinki holds a remarkable pool of digital and tech talent. The local grass root community is supportive, welcoming, and catered with entrepreneurial mindset. From total of 250 active gaming companies in Finland, 42 percent of the companies are located within the capital region. We will continuously foster the local know how to thrive in creative fields, such as gaming and mobile gaming." - Santtu Von Bruun, Head of the Unit of Competitiveness and International Relations, Economic Development, City of Helsinki.

Maarten, Noyons, IMGA Founder to add "I am very proud of this partnership with the city where the first mobile game was created: *Snake* (1997). Over the last 20 years Finland has been producing many of the most influential mobile games and some of them have won nominations and prizes. Our partnership is ambitious and wants to serve the professionals already present in Helsinki and all those who want to join this unique hotspot of talent and expertise."

The 14th IMGA Global winners will then be announced on March 20, 2018 in San Francisco during GDC.

**About IMGA**

The IMGA is the longest standing mobile games award program started in 2004. With its long history and unique judging process, it has recognized some of the world's most popular titles in their early days, such as Candy Crush Saga and Clash of Clans. It is the only competition that unites the industry by celebrating excellence and innovation in games.

For full details about the competition's terms and conditions, visit [www.imgawards.com](http://www.imgawards.com) or email us at: [fanny@nccpartners.com](mailto:fanny@nccpartners.com). You can also follow the IMGA on [Twitter](#) or [Facebook](#).