

No. 1 / 2022, Cologne
#gamescom2022

gamescom forest grows to 18,500 square meters

upjers donates €10,000 +++ Over €45,000 donated +++ More than 5,000 trees planted +++ gamescom forest now part of GamesForest.Club

The gamescom forest has grown to an area of 18,500 square meters. Thanks to the many contributions from the community, a total of over €45,000 have been raised for the sustainability project. The gamescom forest enjoys particularly strong support from upjers, the Bamberg-based games provider, which recently made a donation of €10,000. The initiative was launched by gamescom organizers, Koelnmesse and game - the German Games Industry Association, for gamescom 2020. A climate-stable mixed forest near Bayreuth is being rebuilt together with project partner Treemer. The gamescom community and partners can help the forest continue to grow through donations.

“Environmental and climate protection are of key importance to us as gamescom, the games industry and the games community. That is why we are doing our part and setting an example with the gamescom forest, which the community and gamescom partners can directly participate in. We are therefore very pleased that upjers is also supporting our gamescom forest with such a generous donation,” says Tim Endres, Director of gamescom at Koelnmesse.

“Sustainability and climate protection are key issues for us at upjers. That is why we have been a long-standing supporter of organizations that help to achieve these goals through regular donations. The gamescom forest is a great initiative that brings together the games industry and community for a good cause and convinced me right from the start. I am therefore even more pleased that our donation will be used to reforest a carbon-neutral mixed forest in our Franconian homeland,” says Klaus Schmitt, Founder and CEO of upjers GmbH.

Reforestation projects of game companies brought together in GamesForest.Club

The gamescom forest will now be included in the digital forest of GamesForest.Club so that it can continue to grow and be visible to even more people. GamesForest.Club is a Berlin-based non-profit organization that aims to help games and creative industries actively invest in carbon sequestration through the planting and protection of forests. This commitment can be followed in an interactive way on the digital globe on the GamesForest.Club website.

Key figures for the gamescom forest

- Project started in: 2020



gamescom
24.08. - 28.08.2022
www.gamescom.global

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Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

- Protected area: approx. 18,500 square meters
- Trees planted: 5,000+
- Total donations: €45,000+

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. 2022 gamescom will take place in Cologne and online from Wednesday, 24. August to Sunday, 28. August. gamescom is jointly organized by Koelnmesse and game - Verband der deutschen Games-Branche e.V..

Koelnmesse - industry trade fairs for the gaming sector: Koelnmesse is an international leader in organising trade fairs in the gaming and entertainment segments. Hosted at the trade fair grounds in Cologne/Germany, gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom brings together passionate gamers, trade visitors and exhibitors from across the world with a highly effective approach - in person at the venue and digitally from anywhere in the world. This makes gamescom the premier B2C, B2B and B2G gaming event. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: In Singapore, gamescom asia provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, bringing together the full spectrum of supply and demand.

Further information: <https://www.gamescom.global/the-gamescom/industry-trade-fairs>

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