

World media to open ICE

London – In an unprecedented move, ICE organisers have invited the world's media to officially open next week's international gaming event which will feature more than 500 exhibiting companies drawn from 57 nations. The invitation to cut the



opening ribbon on Sensational ICE reflects the close working relationship the event enjoys with the community of international gaming writers.

Kate Chambers, Portfolio Director responsible for ICE explained: „We put a lot of emphasis and resource working with the international gaming media, a group who I view as being the third element within our community of stakeholders alongside our exhibitors and visitors. Since ICE was launched in 1991 the exhibition has grown from being a small dedicated event to the world's largest celebration of the gaming industry occupying over 55,000 sqm. This success story has in no small part been possible thanks to the support of gaming writers throughout the world and the invitation to open ICE 2014 is in recognition of that support.

„Brands such as ICE need to have critical friends in order to maintain standards and remain topical and interesting. The media, many of whom are also stand holders at ICE, have fulfilled that role for decades.“

The ICE 2014 opening ceremony, which will feature Managing Director Julian Graves and Portfolio Director Kate Chambers, will take place at 9.45am outside the Press Office, which is situated in the Platinum Lounge.