

Press Release

Snowmen against climate change – a new Facebook application created by LGMi

Berlin-based LGM Interactive (LGMi) has created a playful, "build-your-own-snowman" Facebook game for an agency working on behalf of German energy provider ENTEGA. The effort is part of a broader awareness campaign against global warming.

Using Google Maps as a supporting layer, the application lets users create virtual, 3D snowmen, and share them with their friends via email and on Facebook. Users can also send their favorite photos of snowmen to be uploaded on the platform.

The application is part of ENTEGA's broader climate campaign, which involves traditional offline activities, such as events and advertising, as well as a strong online and social media approach based on the extensive use of platforms like Twitter, YouTube, Flickr, and Facebook.

"Green and social gaming is a very interesting angle," says Eric Mahleb, co-founder of LGM Interactive. "From a user standpoint, you are not only being entertained, but also hopefully learning something in the process. This small app represents our entry into what we hope will become one of our main field of activities."

The Facebook Application (in German) can be found out at:
<http://apps.facebook.com/schneemann-demo>

About LGMi

LGM Interactive is an agency that specializes in green digital communications. It focuses on interactive solutions for NGOs, organizations, governments and companies with activities in the fields of CSR, social change, and environmental awareness.

Headquartered in Berlin, Germany, LGMi works with NGOs and businesses around the world. Their team of experienced designers, programmers, producers, editors, project managers, and marketing specialists all share a desire to make sustainability engaging and inspiring.

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