

[Test] - Panini launch a FISE album !

Hurricane Group <press@fise.fr>

Répondre à : press@fise.fr

À : "marie.r@hurcn.com" <marie.r@hurcn.com>

22 avril 2022 à 17:01

Communiqué de presse

No images? [Click here](#)**Innovative Urban Sports
& Entertainment Group**

©Hurricane Group - FISE

PANINI publishes an album dedicated to FISE, with 276 digital vignettes bringing together riders and highlights of the festival.

The dates of the 3rd biggest free sporting event in France are getting closer and more and more fan experiences are joining this anniversary edition of FISE Montpellier. Acclaimed by millennials, the festival has aroused the interest of PANINI who decided to launch a collection of digital stickers retracing the best memories of FISE since 1997. Driven by Agence 3L, this licensing opportunity offers everyone an unprecedented digital activation, which will be followed by a printed format of the completed album.

Exclusively available online, the MyPanini™ Digital Collection products are the first collection of virtual stickers. On the same principle as traditional PANINI albums, participants can discover the stickers randomly dealt in the digital packs and complete their album.



How ?

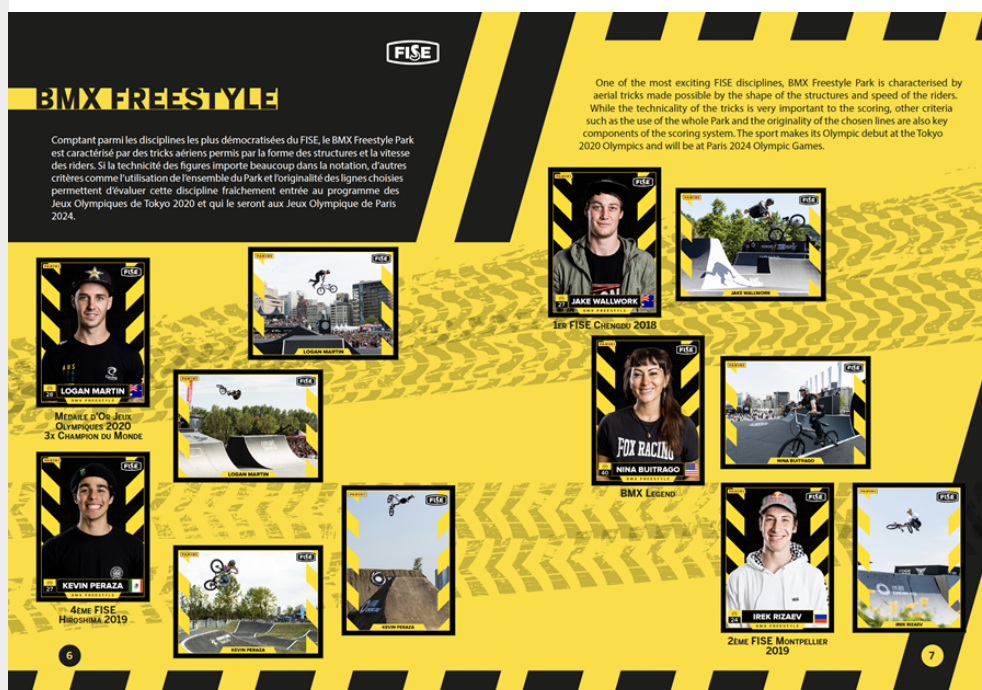
By downloading the free "MyPanini™ Digital Collection" app or by visiting www.mypaninidigitalcollection.com, collectors will receive a new digital pack everyday and for free. They will also be able to exchange their duplicates or buy digital packs. When the album is 70% complete, the user can order the physical version of his collection, which is made up of the album and the complete collection of stickers... to stick yourself.

Benjamin RICHEZ, Managing Director Agence 3L (VENISE GROUP): *"We are delighted to be at the origin of this new licensing which validates the appeal for the FISE brand from different audiences. This exciting project with an iconic player like PANINI, moreover on a digital and international dimension, will be a structuring element of the strategy concerning the family-junior target audience."*

Herve ANDRE-BENOIT, CEO Hurricane Group: *"For more than 40 years, PANINI albums have infused the imagination of generations of children by promoting all their passions. For sports as visual as those hosted at FISE, I am delighted that their iconic riders are highlighted by a PANINI album dedicated to the festival. This is fully in line with our desire to democratize urban disciplines for all, including the youngest, which has structured the development of this emblematic meeting since 1997."*

About PANINI: The PANINI group was founded 60 years ago in Modena, Italy, and has numerous subsidiaries in Europe, Latin America and the United States. It is a world leader in the collectible sector and offers many collections in the field of Sport, Entertainment, Gaming, Manga, etc. As part of its diversification strategy, PANINI has been offering digital collections and applications for more than 10 years, and since January 2020, NFTs on its own Blockchain.

Example of one of the album pages.



To support you with your projects regarding the 2022 FISE season, content devoted to media will be available in the Newsroom. For further requests, feel free to reach us at: marie.r@hurcn.com / +33648349706.

**ACCESS THE
NEWSROOM**

**FISE WEBSITE
HERE**

**GET IN TOUCH
WITH US**

CONTACTS HURRICANE GROUP

Marie ROLLAND
Press officer
+33648349706
marie.r@hurcn.com

Natalie CHARLTON
Communication Manager
+33601142487
natalie.c@hurcn.com

Joseph VILLEFLAYOUX
Communication and
Marketing Director
joseph.v@hurcn.com



 Share

 Tweet

 Share

 Forward

Hurricane
[3, rue Christian André Benoit](#)
34670 BAILLARGUES
France

[Unsubscribe](#)