

# GAMEGENIC AND BOARDGAMEGEEK ANNOUNCE NEW PARTNERSHIP



**BOARD  
GAME  
GEEK**

Press release, June 30, 2022

Gamegenic is proud to announce a new cooperation with BoardGameGeek. BGG and Gamegenic have partnered up to show the community suitable sleeve sizes and optimal gaming accessories for games played on the popular YouTube video series “GameNight!”.

BoardGameGeek is one of the biggest online platforms for board games with an immense reach. Through their award-winning website, BGG has established a versed community of avid gamers. Thus, this partnership will introduce a large group of board game fans to Gamegenic products.

BoardGameGeek will from now on give their community an impression of Gamegenic’s gaming accessories. Their weekly video series “GameNight!” will show how the gaming experience can be enhanced by useful accessories that also provide protection to extend the lifetime of games. On the show, BGG will present the advantages gained through optimally sized sleeves or the use of gaming boxes, providing valuable information and orientation for gamers.

Lincoln Damerst, Director of Media at BoardGameGeek, announces: “Gamegenic is truly innovating the gaming experience. The GameNight! team is excited to feature Gamegenic sleeves and accessories and that we will be able to be a source of information to our audience to help them protect and enhance their games.”

Adrian Alonso, Head of Gamegenic, says: „We are very excited about this partnership. As huge fans of GameNight! ourselves, we truly believe that gamers will benefit from the coverage, usage, and recommendations of our products. BGG and Gamegenic share the philosophy of enriching gaming experiences and therefore we see a great perfect fit.”

The first show is planned for July 07, 2022 and will be a special “GameNight!” episode to introduce this new partnership.

## Contact

Tobias Franken  
Marketing, Gamegenic  
marketing@gamegenic.com

Lincoln Damerst  
Director of Media at BoardGameGeek  
lincoln@boardgamegeek.com

## About Gamegenic

Based in Essen, Germany, Gamegenic was established in 2019 with the explicit mission to improve gaming supplies – such as premium boxes, binders, and sleeves – by combining quality with innovation, functionality, and appealing design. Gamegenic is a company founded by experienced professionals and passionate gamers. Each product results from years of know-how in the industry. Gamegenic is an Asmodee Group company. Find Gamegenic on social media. [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

## About BoardGameGeek

The online platform BoardGameGeek was created in January 2000 as a resource for the board gaming community. Thousands of users have contributed to the website in the form of articles, pictures, and player aids for thousands of games. As a well-known place for online discussion forums on variants, expansions, and industry news it's popular in the gaming community. BoardGameGeek website at [www.boardgamegeek.com](http://www.boardgamegeek.com) and [GameNight!](#) YouTube.