

## APPLY FOR THE WORLD'S FIRST EVER CHANCE TO GET PAID TO WORK IN VIDEO GAME TRAIN SIM WORLD 2\*

*Real money. Not a real job. Obviously*

*The successful applicant will be paid £20,000<sup>1</sup> and have their avatar appear in a video game as a non-playable character*

Date XXXX Pringles is looking for applicants for the world's first ever chance to get paid to work in a video game. If lucky enough to secure this once in a lifetime role, the successful candidate will not only receive £20,000 but will also be transformed into a NPC and will have their face immortalised in a video game.

The Mind Popping position, which is open to applicants from 20<sup>th</sup> June, will see one chosen candidate paid real money to appear as a Pringles vending machine refiller NPC in Train Sim World 2, available with the Xbox Game Pass.

Virtually, the winner's avatar will be busy at work stacking Pringles in the world of Train Sim World 2, while in reality, they will be carrying on with their day-to-day life and get paid £20,000.

Train Sim World 2, created by Dovetail is a simulator game which allows gamers to climb into the engineer's seat and take control of long freight halls, commuter traffic or high-speed services. Gamers can also get creative with custom liveries for locomotives and create new scenarios for featured routes.

**Aisling O'Hara, European Marketing Manager at Pringles said:** *"It's great to partner with Train Sim World and offer this once in a lifetime opportunity to fans of gaming. We're looking forward to seeing the entries and want people to get as creative as possible with their applications. Who wouldn't want to Stay in the Game and get paid?"*

Those interested in applying can do so by posting a creative video or image with a Pringles can explaining why they would be the best Pringles vending machine refiller NPC in under 50 words on Instagram and Twitter. The post must include the hashtag #PringlesStayInTheGame and mention @Pringles.uki. People can also enter under campaign posts on Facebook. Applications for the role open on 20<sup>th</sup> June 2022 and close on 6th July 2022. All posts must be made public to be entered.

**XX, XX, at Dovetail said:** *"We're excited to partner with Pringles and offer this amazing opportunity to gamers, which will allow them to stay in Train Sim World 2 and best of all, be paid for it. We can't wait to see the reveal of the Pringles vending machine refiller NPC, where they'll become a part of Train Sim history".*

Applications officially open in UK, France and Germany on 20<sup>th</sup> June 2022 and Pringles will randomly select 50 candidates to go through to the shortlist, where their application will be judged on its creativity, originality and rationale as to why they will make the best Pringles vending machine refiller NPC. One successful applicant will then be chosen and their likeness will be virtually reproduced and 3D modelled, to appear in Train Sim World 2 from September.

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<sup>1</sup> T&C to be inserted here

The snacking brand is also offering a customised Pringles Xbox Series S as a runner up prize for one lucky entrant.

Keep an eye on the Pringles social channels for the most up to date news on the competition.

-Ends-

### **NOTES TO EDITORS:**

For more information follow @Pringles\_UK.

First paid job in a video game is open to applications from UK, France and Germany.

For more information, contact the Havas press office on 07989789988 or rachel.bie@havas.com  
Images and samples are available on request.

\*Real money. Not a real job. No offer of employment is being made and no employment contract will be entered into. T&Cs apply\*\*

\*\*UK, FR & DE only. 18+ only. 00:01 GMT (01:01 CET) 20/06/22 - 23:59 BST 06/07/22 (00:59 CEST on 07.07.22). Capture a photo or video of you with your Pringles can and share it on Instagram or Twitter with the hashtag #PringlesStayInTheGame, or post it on the Pringles Facebook page in the comments section of a promotional post with the hashtag #PringlesStayInTheGame, with a caption on why you deserve to win. **No offer of employment is being made and no employment contract is being entered into.** Purchase of a Pringles can necessary. Main Prize: 1 x Avatar creation becoming an NPC in Train Sim World 2 + £20,000 / € *equivalent in* cash. Main Prize awarded subject to signing release form. Runner Up Prize: Xbox Series S. Max 1 entry per person, per platform. Max 1 Prize per person. Visit [www.pringles.com/stayinthegame](http://www.pringles.com/stayinthegame) for full T&Cs & Prize details.