



Gamecity Hamburg strengthens team in 20th anniversary year

Hamburg, August 21, 2023: Gamecity Hamburg expands its team in the 20th anniversary year of the location initiative: While Senta Gohr joins Hamburg Kreativ Gesellschaft as PR Manager for Gamecity Hamburg in July, Helen Krüger moves up from working student to project manager after successfully completing her Master's degree. The Gamecity Hamburg location initiative is part of Hamburg Kreativ Gesellschaft and offers funding projects like the Games Lift Incubator, Prototype Funding for games, and organizes a variety of events and networking activities.

Senta Gohr joins Gamecity Hamburg's communications team as PR Manager. Previously, she spent more than four years as a PR editor and consultant at the Hamburg-based agency Faktor 3, primarily for brands in the technology and entertainment sector. For her main clients Xbox and congstar, she developed formats, handled written communications, and provided strategic advice to the brands in order to authentically strengthen their position within the games industry. In addition to her studies in photo design at the FH Dortmund University of Applied Sciences and Arts, her internship in the picture editing department of "stern" magazine in particular ensured her desire to establish herself in the media and communications industry.

"I'm looking forward to joining the great team at Gamecity Hamburg to give more visibility to Hamburg as a games industry location and its talented developers. Shaping the games industry in a progressive, open-minded, diverse and inclusive way is something I'm passionate about. Gamecity Hamburg's programs are a great opportunity for newcomers of all kinds to get started in the games industry - and I'm grateful to be able to help them," comments Senta Gohr on her transfer to Hamburg Kreativ Gesellschaft.

Helen Krüger completed her dual study program in the field of media management in cooperation with the media company Edel Germany and afterwards brought in her experience as a junior marketing manager. With extensive insights from the home entertainment industry and publishing, she has been actively supporting Gamecity Hamburg as a student trainee since 2021. After completing her Master in Information, Media, Library at the Hamburg University of Applied Sciences (HAW), she intensifies her engagement for Gamecity Hamburg and ascends to the position of Project Manager.

"In the last two years, I was able to witness the creativity, passion and potential of the games industry and the commitment of developers in Hamburg. I appreciate being able to support Gamecity Hamburg and thus the local games

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industry even more and I can't wait to see what fantastic projects and games will be created in the years to come," states Helen Krüger.

The next opportunity to meet the Gamecity Hamburg team on-site will be at gamescom in Cologne from August 23-25 (Gamecity Hamburg at the Indie Arena Booth in Hall 10.2) and the Polaris Convention in the Hamburg exhibition halls from October 13-15, 2023.

For further questions please contact:

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About Gamecity Hamburg

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. Founded in 2003, Gamecity Hamburg is the longest existing public funding institution for the games industry at the state level in Germany and celebrates its 20th anniversary this year. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

About the Hamburg Kreativ Gesellschaft

Since its foundation in 2010, Hamburg Kreativ Gesellschaft has seen itself as a central contact point for all players in Hamburg's creative industries from the eleven sub-markets of architecture, visual arts, design, film, literature, music, press, radio, software/games, theatre/dance, and advertising. It supports creative professionals with contemporary services and promotes innovation within the framework of the "Cross-Innovation Hub" project. Since 2017 the industry-specific initiatives Gamecity Hamburg, nextMedia.Hamburg and Design Zentrum are part of the Hamburg Kreativ Gesellschaft mbH.