

Date: 25/10/2017

Toulouse Stage of the Barriere eSport Tour!

Saturday 11th November at Théâtre Barrière Toulouse – second stage of the Barriere eSport Tour: the **WankilShow Barrière!**



Launched in May 2017, the aim of the Barriere eSport Tour is to consolidate the Group's positioning in the Millennials market. So how does it work? We invite the biggest gaming and eSport influencers to come along to top Casinos Barrière theatres and talk about the world of gaming. Now more than ever before, gaming, entertainment and innovation are at the heart of the Group's business offering.

Following the success of Stream All Stars by Domingo at the Théâtre Barrière Lille (27/05) that attracted a live audience of 1,100 and an online audience of 220,000, Wankil Studio now takes to the controls for the 2nd amazing Barrière eSport Tour show! They might be described as "a couple of buffoons who make videos of video games to get rich and famous", but Laink and Terracid are actually much more than that and have a great hit on YouTube with their hilariously zany videos. Well known to video streamers and online gamers, they are now running the Wankil Show Barrière.

Evening programme at the Théâtre Barrière Toulouse:

4pm – 6pm: surprise activities, games and goodies

6pm – 10pm: Theatre show: Laink and Terracid take on their guests for special gaming sessions to find out who will be the evening's big winner – plus plenty of



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surprises

10pm – midnight: an amazing after-party and the chance to meet Laink, Terracid and their guests

Laink and Terracid's good old buddies Ero and Hugo Délire will be hosting the show with all the usual mad humour. And there will be plenty of guests to play video games with!

Broadcast live at www.barriere-esport-tour.fr

About Barrière

The Barrière brand sells two separate groups of hotels, casinos and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, the Barrière group has gone through many eras to become market leader in French casinos, a benchmark in the luxury hotel industry and a global player in the world of leisure and entertainment. The Group has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 34 Barrière Casinos (with one more opening soon in Cairo), 18 Barrière Hotels (mainly 5 stars) and more than 120 bars and restaurants, one of which is the renowned Fouquer's in Paris (with subsidiaries in Cannes, Courchevel, La Baule, Marrakech, Toulouse and Enghien-les-Bains) and organises more than 3,000 shows and events every year. Its turnover was 1.16 billion euros at the end of its financial year on 31st October 2016, and the Group now comprises 7,000 staff members.*

The Group is also well known in the food and beverage industry, serving some 2 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeauvillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.

**including Le Carl Gustaf St Barths which is currently under construction*

About Webedia

Founded in 2007, Webedia has developed a unique global media, talent, events and services network for passionate audiences across the entertainment and leisure sectors. With over fifty sites and apps throughout the world (AlloCiné, Purepeople, Purerend, Jeuxvideo.com, Gamestar, 3DJuegos, 750g, Tudo Gostoso, EasyVoyage...) and some of the most powerful social platform influencers (Cyprien, Squeezie, Norman, Natoo, Sananas, El Rubius, Kéfera...), the Group attracts over 100 million unique visitors a month across all devices - 28 million in France*. Webedia helps its clients to establish and implement their digital strategies, offering advertising, content marketing and e-commerce solutions. Webedia joined the French investment company Fimalac, headed by Marc Ladreit de Lacharrière, in May 2013.

**(sources: internal and Médiamétrie/NetRatings, Internet Global, March 2017, excluding platform-based video channels)*



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