

The Tap Ten

Chasing the World's Best in Mobile Gaming

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PRESS RELEASE

For Immediate Release

Worldwide Pokémon Go Adventure Kicks Off August 17

Vancouver, BC (July 25, 2016) – Rich Ketchum (real name Richard Uyesugi) from The Tap Ten is travelling the World with nothing but a bag on his back and a device in his hand in an effort to Catch 'Em All! Join him for his story of adventure and overcoming adversity as he plays the most popular game on the planet in over 20 countries!

The journey will begin at the Nintendo of America headquarters in Redmond, WA and then go global in two phases. Phase 1 will include South East Asia and Asia Pacific while Phase 2 will include Europe. With vlogs, let's play videos and social media coverage there will not be a moment of this journey the viewer will miss. This is the true Pokémon story brought to real life.

Pokémon Go is a free-to-play location-based augmented reality mobile game developed by Niantic and published by The Pokémon Company. It was released in July 2016 for iOS and Android devices. It currently is available in over 25 countries and has more than 30 million daily active users.

Rich is Co-Founder of The Tap Ten and is a freelance digital marketer from Vancouver who has experience in broadcast TV, film/video production, marketing, blogging, writing, world travel and high level gaming. The perfect person to take on the task of bringing a real story to the World's most popular mobile game - Pokémon Go.

The Tap Ten is based in Vancouver, BC, Canada and is focused on high quality video-driven content that focuses on the very best in Mobile Games. In essence, they are a viral video marketing group formed around passion, experience and opportunity.

To support the journey visit <https://igg.me/at/worldwidepokemongo>

For more information contact:

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