



## GAMECHANGERS

### FOR IMMEDIATE RELEASE

## LG GAME-CHANGING PRODUCT INNOVATIONS HELP FANS 'DO GAME DAY RIGHT' AT NCAA FINAL FOUR WEEKEND

*LG Interactive Experiences Greets Fans in Phoenix for The Big Dance*

**PHOENIX, March 31, 2017** – LG Electronics USA, an Official NCAA® Corporate Partner, is primed to help fans in Phoenix for the NCAA Men's Final Four® weekend "Do Game Day Right™" with a range of onsite interactive experiences.

"As fans from the Carolinas and the Pacific Northwest and everywhere in between descend upon the Arizona desert for The Big Dance® this weekend, they'll interact with our brand and our products in new and exciting ways," said David VanderWaal, vice president of marketing, LG Electronics USA. "Game-changing LG innovations – featured both in our onsite activations and in our whimsical commercials alongside fan-favorite college mascots – help college basketball fans Do Game Day Right."

At the "Final Four Fan Fest Presented by Capitol One®," March 31-April 3 at the Phoenix Convention Center, March Madness® fans of all ages will be able to get in the game through interactive experiences with LG innovations led by LG InstaView™ refrigerators, LG OLED TVs, and LG TWINWash™ clothes washers. Hands-on "LG Game Changer" activities will include:

- **The LG InstaView Game Show** – Participants can pick one of four LG InstaView refrigerators (each sporting logos of the Final Four teams) and knock twice on the glass panel in refrigerator door to see their prize. (LG InstaView is the one-of-a-kind feature that allows users to knock twice to illuminate the refrigerator door's glass panel and see inside the fridge without opening the door.)

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- **LG OLED TV Dunk Contest** – Participants go one-on-one with others, seeing an avatar of themselves on **LG OLED TVs**, while testing their ball-handling and dunking skills. (LG OLED created a new premium television category delivering perfect blacks, limitless contrast ratios and incredible color not possible with LED/LCD TVs.)
- **The LG TWINWash Speed Cycle Challenge** – Fans go head-to-head with each other to test their laundry-tossing skills into the LG front-load washer or **LG SideKick™** mini washer that sits in the pedestal of the larger washer. (**LG TWINWash** is the industry-first innovation that allows you to wash two loads at once: big loads in the front-load washer and smaller loads that are a big deal, like basketball jerseys or delicates, in the LG SideKick mini-washer underneath.)



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- **The LG Social Slot Machine** – Taking a photo and sharing it using an LG hash tag automatically spins the wheels on a giant digital slot machine for opportunities to win prizes.
- **The LG Game Changer Sweepstakes** – Fans registering at the entrance of the LG Game Changers experience can enter for a chance to win an LG OLED TV.

### **Amping Up Happiness for Final Four Fans**

Surprise and delight moments at random times over the weekend will signal the “LG Happiness Hour,” when fans (presumably already pretty happy because their team is in the Final Four) will have the opportunity to amp up their happiness quotient with fun surprises and even more chances to win cool prizes.

Other fan fest highlights include the LG OLED Wallpaper TV Experience where fans can be among the first to see this groundbreaking new razor-thin television (the most-awarded TV at CES® 2017), the LG Audio Experience where fans can request a song played on the LG Mini-Shelf audio system, and the LG Energy Efficiency Challenge, where fans can join LG in taking the “Change the World – Start with ENERGY STAR®” pledge.



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### Supporting Sustainability in Phoenix

In a pre-game warm-up to the Final Four, LG has been working with the Phoenix Local Organizing Committee (PLOC) to promote environmental sustainability, tipping off with a local e-waste recycling drive on March 15-16. LG joined forces with the PLOC and leading electronics recycler Westech to provide more than 2,400 volunteers a convenient and responsible way to recycle used, unwanted, obsolete or damaged electronics.

“When responsibly recycling their old electronics, consumers can save energy by replacing them with ENERGY STAR qualified products,” VanderWaal said. And as they recycle their old TVs, monitors and other electronics, fans can Do Game Day Right with attractive LG March Madness rebate offers on ENERGY STAR-certified consumer electronics and appliances packages through retailers nationwide.

March Madness fans at home can enjoy a virtual Fan Fest LG experience by visiting [LG’s You Tube channel](#), March 31-April 3.

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#### **About LG Electronics USA**

Official NCAA Corporate Partner LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. [www.lg.com](http://www.lg.com).

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