

PRESS RELEASE

Guess Who? I Spy Tiddlywinks Europe!

1st April 2016 - Pan-European PR consultancy Hopscotch Europe has today announced its latest rebrand, and will now be known as Tiddlywinks Europe. The company's team members will now be known as Tiddlers and their clients as Winkers.

The branding operation, which is expected to create a domino effect of similar rebrands across the industry, aims to overturn the monopoly on the market of PR agencies named after Victorian street games.

CEO Patrick Frison-Roche commented: "In recent years, we have embarked upon a trivial pursuit of the perfect company name, hopping and skipping from one brand to another, in a scrabble to hit the bullseye. We believe that we have created a real hot potato of a brand now, our cards are on the table, and we're ready to play ball."

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ABOUT TIDDLYWINKS EUROPE

Tiddlywinks Europe, formerly known as Hopscotch Europe, is a Pan-European PR consultancy specialising in PR, Social Media and April Fools' campaigns. Tiddlywinks Europe strives to leapfrog over the competition and catapult your company straight to the top of the leader board. For more information, please visit our website: <http://bit.ly/1pQ2FgP>

Contact: lcrompton@hopscotch.eu