

Press Release

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HOCKEY LEGEND PETER FORSBERG DRAFTED AS NEW BETMGM AMBASSADOR

BetMGM has recruited hockey legend Peter Forsberg as its new ambassador for the Swedish market. As an ambassador, Peter Forsberg will be featured across the country in marketing channels such as TV, radio, streaming services, and outdoor advertising. He will also regularly share his best betting tips through "Foppa Boosts," offering odds up to 21x – a tribute to his jersey number 21. His first appearance will be on the Filip & Fredrik podcast.

The BetMGM brand, operated in Sweden by LeoVegas Group, has entered into a partnership agreement with hockey legend Peter Forsberg, making him BetMGM's new ambassador for the Swedish market. Peter Forsberg is one of the greatest ice hockey players of all time, having won, among other titles, two Olympic gold medals, two World Championship gold medals, three World Championship silver medals, two Junior World Championship silver medals, and two Stanley Cup titles with the Colorado Avalanche, wearing jersey number 21.

This ambassadorship is BetMGM's first in Sweden, and recruiting a legend like Peter Forsberg is a natural step in the brand's expanded efforts in Sweden. Peter made his first appearance as an ambassador in Swedish podcast Filip & Fredrik, where he talks about his new role and this summer's World Cup.

Starting this fall, Peter Forsberg will feature prominently in BetMGM's TV and radio commercials, marketing campaigns on streaming services and digital channels, as well as traditional media channels including outdoor advertising (OOH, DOOH) and print. Observant viewers may also spot him sooner in a cameo role in the Group's World Cup commercials. Forsberg is a major sports enthusiast who will share his betting expertise through boosted odds, both during and after the tournament, in "Foppa Boosts," which can pay 21x.

Peter Forsberg said *"After spending many years in the US, I've become very familiar with BetMGM, and It's going to be great fun to be an ambassador for a true Vegas brand like BetMGM! I've been interested in sports all my life, and can honestly say I've seen most things in sports from both an inside and outside perspective. With all this experience, I look forward to regularly sharing my best tips with Swedish sports fans"*.

Fredrik Wastenson, Managing Director Nordics at LeoVegas Group, said *"Peter Forsberg is a true dream draft for BetMGM! Few Swedes have been as significant to Swedish sports as Peter. Having the opportunity now to share his unique insights and sports knowledge with all sports fans is something we are very happy and proud of"*.

BetMGM launched in Sweden in 2024, marking the brand's third launch outside of North America. In a short time, it has become a leading betting site offering classic casino games, Sweden's largest jackpot of over 485 million SEK and sports betting, delivering a true Vegas experience and standout offers to players.

FOR FURTHER INFORMATION, PLEASE CONTACT

Rikard Rinaldo, Director of Corporate Communications

+46 (0) 70 432 7640, press@leovegas.com

ABOUT LEOVEGAS GROUP

LeoVegas Group is a leading international igaming company with a clear vision to create the world's greatest igaming experience. The Group offers online casino, live casino, and sports betting via 9 brands in 10 jurisdictions. The Group continues to grow rapidly, currently employing over 1,900 people in Europe, including at its headquarters in Stockholm and operations hub in Malta. As one of the most innovative companies in the industry, the Group also invests and develops other igaming companies through its investment arm, LeoVentures. In 2022, LeoVegas Group became a subsidiary of the global entertainment company MGM Resorts International (NYSE: MGM). For more information, visit www.leovegasgroup.com.

IMAGE ATTACHMENTS

[BetMGM SE - Forsberg 1](#)

[BetMGM SE - Forsberg 2](#)

[BetMGM SE - Forsberg 3](#)

ATTACHMENTS

[Hockey legend Peter Forsberg drafted as new BetMGM ambassador](#)