

Albert and Göteborgsvarvet enter into partnership – to promote children's activity and learning

eEducation Albert, a leading EdTech player, enters a partnership with Göteborgsvarvet in connection with their children's races Mini Varvet and Lilla Varvet.

The partnership between Göteborgsvarvet and Albert began in 2019 and was very successful as the demand for running for free with Albert was beyond expectations. A break was then taken for a couple of years due to Corona, but now a new partnership has been entered. The collaboration means that the participants are offered to run free of charge when signing up for a trial period at Albert. A technical integration between Göteborgsvarvet and Albert's IT system enables a seamless registration flow for all families who want to increase the children's knowledge levels while they want to get the children moving. Registration is made possible both digitally and physically on site at the event days.

During Göteborgsvarvet week, about 60,000 runners are expected, of which about 10,000 are children and over 200,000 are on site to take part in the festival in Gothenburg. The surplus from Göteborgsvarvet's event made it possible for SEK 5.6 million to be distributed to the associations within the Gothenburg Athletics Association in 2022.

"Physical activity has a positive impact on the learning process and we share both values and synergies with Göteborgsvarvet, which makes us extra proud to have entered into this partnership. Our target groups match well, and we look forward to meeting existing and potential users and their parents on site in Gothenburg this year", says Kajsa Lernestål Head of Marketing at Albert.

"We saw an increased interest in our races for kids, Minivarvet and Lilla Varvet, last year and have worked a lot on the development of the events through feel, experience and concept. The partnership with Albert enables us to continue to develop the events and hopefully attract even more families and children to Slottsskogen in May. Physical activity and learning go hand in hand and together with Albert we are now putting more people from the next generation in motion.", says Erik Bergqvist event manager at Göteborgsvarvet.

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About eEducation Albert AB (publ)

Albert is the children's digital teacher, who since the start in 2016 has helped over 500,000 families with homework via mobile devices. Albert's apps are aimed at younger (1-9 years) and older children (10-16 years) and include subjects such as Mathematics, English, Geography, Code and Reading & Writing. Albert was founded in 2016 by two friends in Gothenburg with a clear goal - to democratize knowledge through technology - and that is what drives us even today. Albert is listed on the Nasdaq First North Growth Market with the short name (ticker) ALBERT. The company's certified adviser is Erik Penser Bank, certifiedadviser@penser.se, +46 (0) 8463 80 00

Read more at investors.hejalbert.se

Attachments

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