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<p>bwin, proud partner of UEFA Europa League and UEFA Europa Conference League, launches new European campaign that puts football fans🍎 at its heart</p>
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<p>bwin, the leading online sports betting and gaming brand from Entain, I
aunches a new fan-led campaign today across🍎 Europe: Love Knows No Boundaries .</p>
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<p>Football fans across Europe have an exciting season ahead, as the most important club competitions in🍎 European football the UEFA Champions League, UEFA Europa League and UEFA Europa Conference League are now up and🍎 running.</p>
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<p>bwin's latest Love Knows No Boundaries campaign is all about the fans bringing them together through the love of🍎 football. A short film is the centrepiece of the campaign, featuring real fans from across different cultures where they talk🍎 about their passionate love for the beautiful game, their football clubs, the special thrill of an away trip, and their🍎 most memorable moments as a fan.</p>
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<p>The launch of the campaign reinforces bwin at the heart of Thursday night European football,🍎 as the brand enters the second year of its proud partnership with the UEFA Europa League and Conference League.</p>
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<p>The campaign🍎 will go live on TV, online, and in stadiums across 7 of bwin's key markets¹, localising it for each customer🍎 audience. bwin's customers will be able to follow their favourite teams throughout the tournament as the competition heats up and🍎 ultimately culminates in Budapest and Prague.</p>
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<p>Stephan Heilmann, Managing Director Europe at bwin, comments: With the Europe-wide rollout of our new🍎 campaign, we at bwin are taking an important step towards an internationally uniform and distinctive brand positioning for customers. This🍎 will see us consistently position bwin in premium environments throughout national and international football to make it visible to our🍎 customers wherever the ball is rolling.</p>
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<p>By partnering with the UEFA Europa League and the new UEFA Europa Conference League, as🍎 well as the DFB competitions and our club partners, we have created an important basis to emphasise our claim as🍎 market leader in terms of quality and responsibility. From this platform, which also includ