



MEDIA INFORMATION

Your contact person:
Dennis Heinert

E-Mail:
dennis.heinert@innogames.de

Phone:
+49 40 78 89 33 568

Valentine's Day: The West invites for a Heart Hunt

Hamburg, February 13, 2014. [InnoGames](#)' online role-playing game [The West](#) launched a Valentine's Day event today, leading players on a hunt for hearts! With those hearts, players can unlock up to ten rewards with increasing heart requirements. The first special item to unlock is a traveling fair, with which the players can win unique item sets. Hearts can be earned via regular jobs or in duels with other players until March 2nd.

As appropriate for a day of love event, players will also be rewarded for cooperative behavior. Hearts can be sent to other players via a friends bar, which will be part of a special quest line. Furthermore, all hearts collected on one world will be accumulated. The more successful the community is here, the more valuable the rewards given to them will be. Those community rewards can be items given to every single player on that world, and include things like a new questline.

The West is a role-playing browser game set in the Wild Frontier. More than 18 million registered players worldwide are placed on a hunt for adventure, gold and fortune. Cowboys and cowgirls partake in interesting and exciting stories, help settlers and collect bounties. The role-playing game also incorporates some strategy aspects, as players can join big fort battles.

With more than 110 million registered players, InnoGames is one of the world's leading developers and publishers of online games. In addition to The West, the Hamburg-based company has scored major success with games such as [Tribal Wars](#), [Forge of Empires](#) and [Grepolis](#).

###