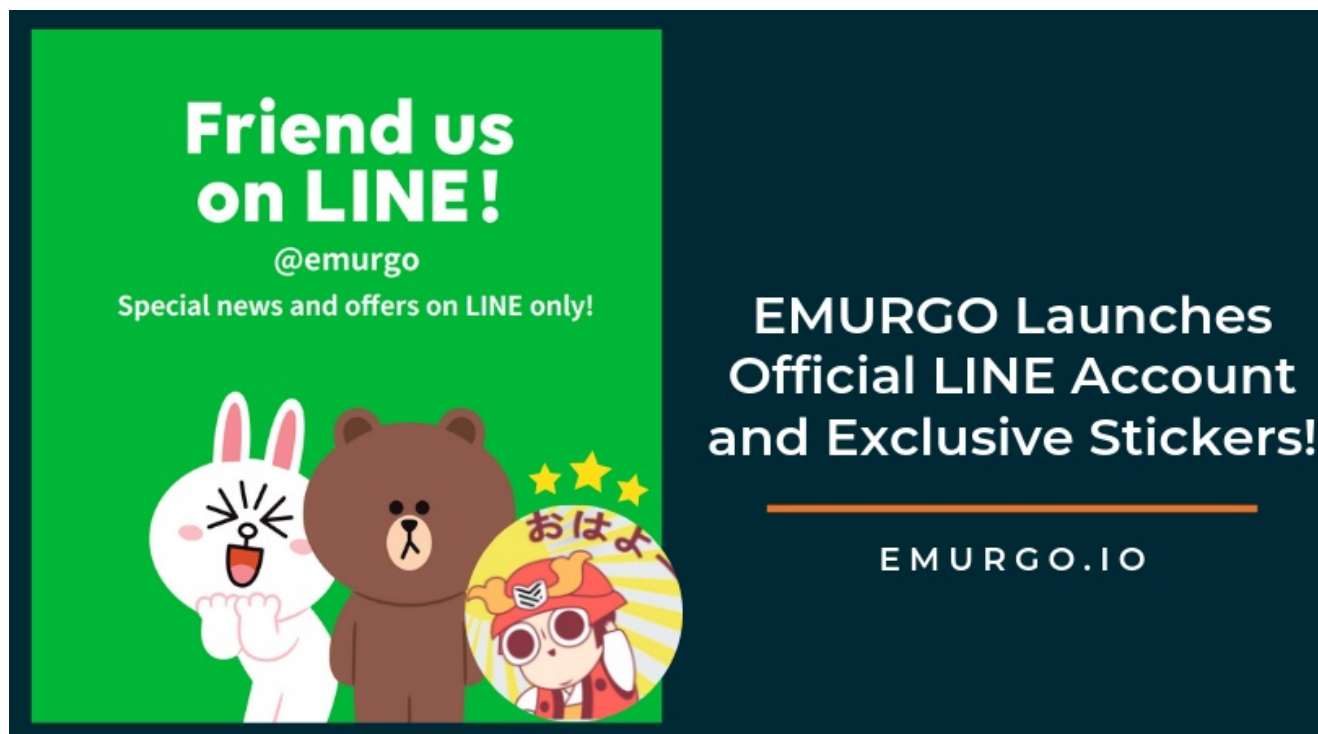


# Official Cardano ADA Partner, EMURGO is Now on LINE Messaging App! With Exclusive EMURGO-branded Stickers

[emurgo.io/en/blog/official-line-launch](https://emurgo.io/en/blog/official-line-launch)



## *EMURGO's Official LINE Account*

EMURGO - the official commercial arm of Cardano - has launched a [new official LINE account](#)! With around 220 million active users worldwide, [LINE](#) ([Android](#), [iOS](#)) is the most popular messaging application in Japan & other Asian countries, and allows users to exchange texts, images, video & audio with friends and engage with official accounts.

In Japan alone, there are over 70 million active users and LINE is also considered one of the most popular go-to apps used in Taiwan, Thailand, and Indonesia. Since LINE also sends all of the latest news and fresh announcements to the subscribers of official business accounts, LINE users worldwide can now add EMURGO's official LINE accounts [@emurgo](#) to receive these important updates in a user friendly way!

EMURGO will now be sharing Cardano news updates, exciting promotions and other fun campaigns with our friends, and provide the community with another avenue in which to mutually engage.

To celebrate our official LINE account launch, EMURGO has designed an exclusive set of LINE Stamps for our followers. Exclusive EMURGO LINE stickers will be available for download at the [LINE Store](#) from July 24th 2019 onwards. We are running a giveaway campaign for the first 100 followers that add our LINE account, so please remember to add [@emurgo](#)! Check the details below to learn how to add EMURGO on LINE and enter the giveaway!



# Friend us on LINE!

@emurgo

Special news and offers on LINE only!



Go to LINE's "Add friends" screen and  
search with our ID or scan the QR barcode!

© LINE

# Add us as a friend

Add us as a friend on LINE  
via QR barcode, or ID search.



## ***Become Friends with EMURGO!***

1. Open the LINE application
2. Tap/Click the “Add Friend” button
3. Search “@emurgo” or just scan the QR code above.
4. Add EMURGO as a friend!
5. Done! You can view our EMURGO account, get the latest updates and receive special offers!

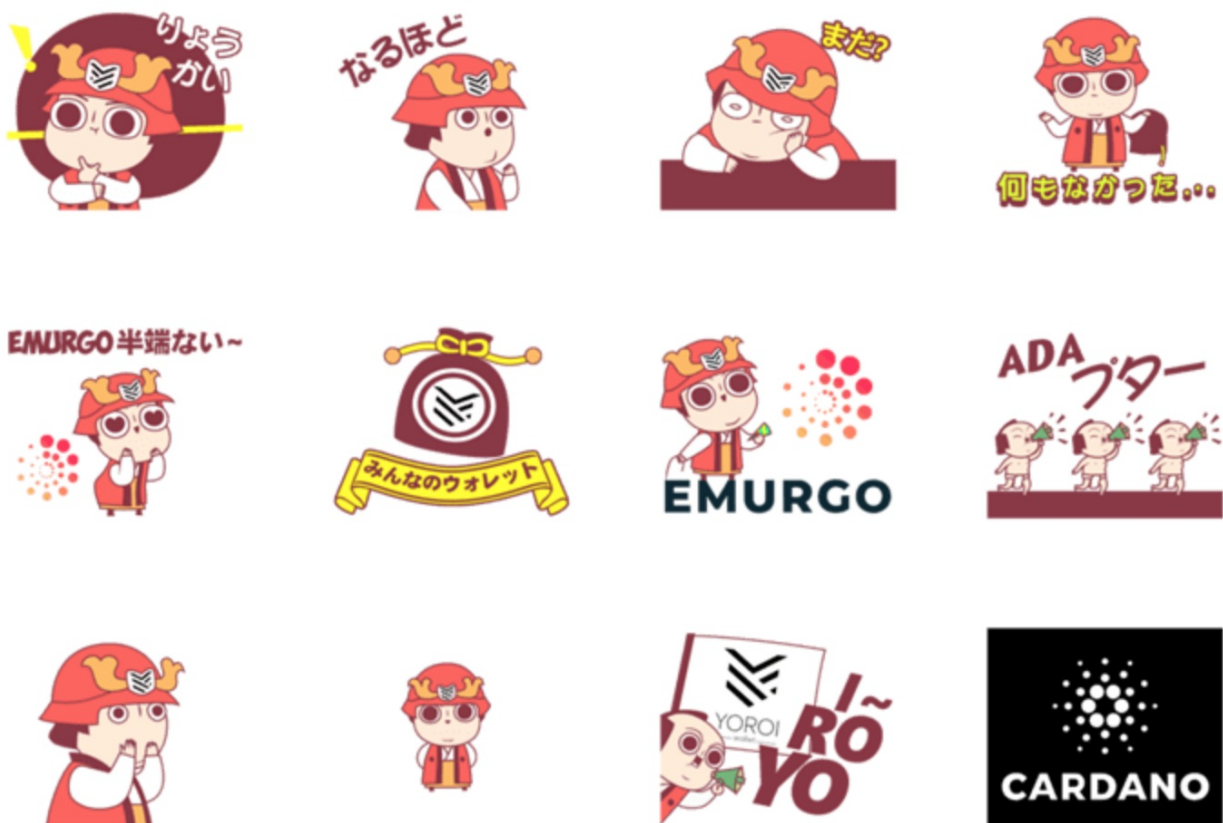
Or add EMURGO simply by clicking the button below

\*The LINE app is available for a variety of smartphone devices (iPhone, Android, Windows Phone, BlackBerry, and Nokia) and even on PC. To download your desired version, click [here](#).

## ***Original EMURGO LINE Stickers: Yorotarou***

To celebrate the launch of [EMURGO's Official LINE Account](#) ([line://ti/p/@emurgo](https://line://ti/p/@emurgo)), we have exclusively designed a set of engaging, animated [EMURGO LINE Stickers](#) for everyone to use. The mascot of our stickers is called Yorotarou (ヨロイ太郎). Yorotarou is a happy, speedy, and reliable character, inspired by the EMURGO-developed [Yoroi Wallet](#). His job is to make it extra fun and exciting for users to discuss and spread the word about Yoroi!





The name and inspiration comes from our in-house developed product: Yoroi Wallet, the Light Wallet for Cardano ADA that is secure, fast and simple. Benefiting from a full in-house R&D team at EMURGO, Yoroi Wallet also consistently receives [new updated features](#) to give the Cardano community a smooth user experience.

Yoroi Wallet derives its name from the incredibly ornate ancient armor worn by Japanese samurais. The armor was a combination of iron and leather exquisitely constructed for over a year. The name implies that Yoroi Wallet is strong and armor-like; tailored to safeguard one's assets and be the "financial gateway to the future." That is why you can find Yorotarou wearing the armor with a Yoroi Wallet logo!



### EMURGO Line Campaign

For the EMURGO Line Campaign, we will hold a special giveaway campaign from July 26th to August 24th 2019. To celebrate the joys of summer and this giveaway, there will be more than 120 lucky winners! The various exciting gifts include: EMURGO LINE Stickers, 1000Yen Amazon Gift Cards, EMURGO Novelty Goods, 3000Yen Amazon Gift Cards, and 5000Yen Amazon Gift Cards!

## ***How Can I Enter the Giveaway?***

*Campaign period: July 26th - August 24th 2019*

Instructions: All you have to do is [add EMURGO as friend on Line](#), follow Account, and retweet the campaign post (to be updated)! It is very easy to join!

After unlocking the following total number of retweets, more prizes will be added for everyone to have a chance at winning!

250 Retweets - EMURGO LINE Stickers (100 winners)  
500 Retweets - 1000 JPY Amazon Gift Card (7 winners)  
1000 Retweets - EMURGO Novelty Goods (10 winners)  
1500 Retweets - 3000 JPY Amazon Gift Card (3 winners)  
2500 Retweets - 5000 JPY Amazon Gift Card (3 winners)

Also, please keep up with EMURGO's latest news, as well as promotions, activities and contests by connecting with us via our Global Twitter ([@emurgo\\_io](#)) or Facebook ([Q](#)). You can also watch our YouTube videos by subscribing to our channel [here](#).



[|| Click here to subscribe to the EMURGO Newsletter ||](#)

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, headquartered in Singapore, with a presence in Japan, the USA, India, and Indonesia. EMURGO works closely with IOHK and The Cardano Foundation to grow Cardano's ecosystem globally, and promote its adoption. Learn more about the project at <https://emurgo.io>

### **Follow EMURGO on Social Media**

- Official Homepage: [emurgo.io](https://emurgo.io)
- Twitter (English): [@emurgo\\_io](#)
- Twitter (Japanese): [@Emurgo\\_Japan](#)
- Youtube: [EMURGO](#)
- Telegram: [EMURGO Announcements](#)
- Facebook: [@emurgo.io](#)
- Instagram: [@emurgo\\_io](#)
- LinkedIn: [@emurgo\\_io](#)

### **About Yoroi Wallet**

- Yoroi Twitter: [@YoroiWallet](#)
- Yoroi Homepage: <https://yoroi-wallet.com/>