

Title: Tinfoil hat: GameStop + Coca-Cola partnership

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I was taking a shit at work when I came upon this old [article](<https://www.globenewswire.com/news-release/2011/09/29/1204076/0/en/GameStop-Coca-Cola-and-SCVNGR-Build-Biggest-Real-Life-Gameboard-Ever.html>). It got me thinking, what if..... the partnership is still active? This will explain why GameStop included one free Coke Zero can with every online purchase.

***"GameStop is all about gaming, regardless of how and where you play," said Mike Hogan, Senior Vice President of Marketing, GameStop. "That's why we're building the biggest real-life game in history with partners like Coca-Cola. With this completely new form of location-based engagement, gamers control the action as they play and build their own challenges on SCVNGR."**

Coca-Cola merch is highly collectible. Why not sell it on a marketplace that an old partner built?

Trust me, bro :)