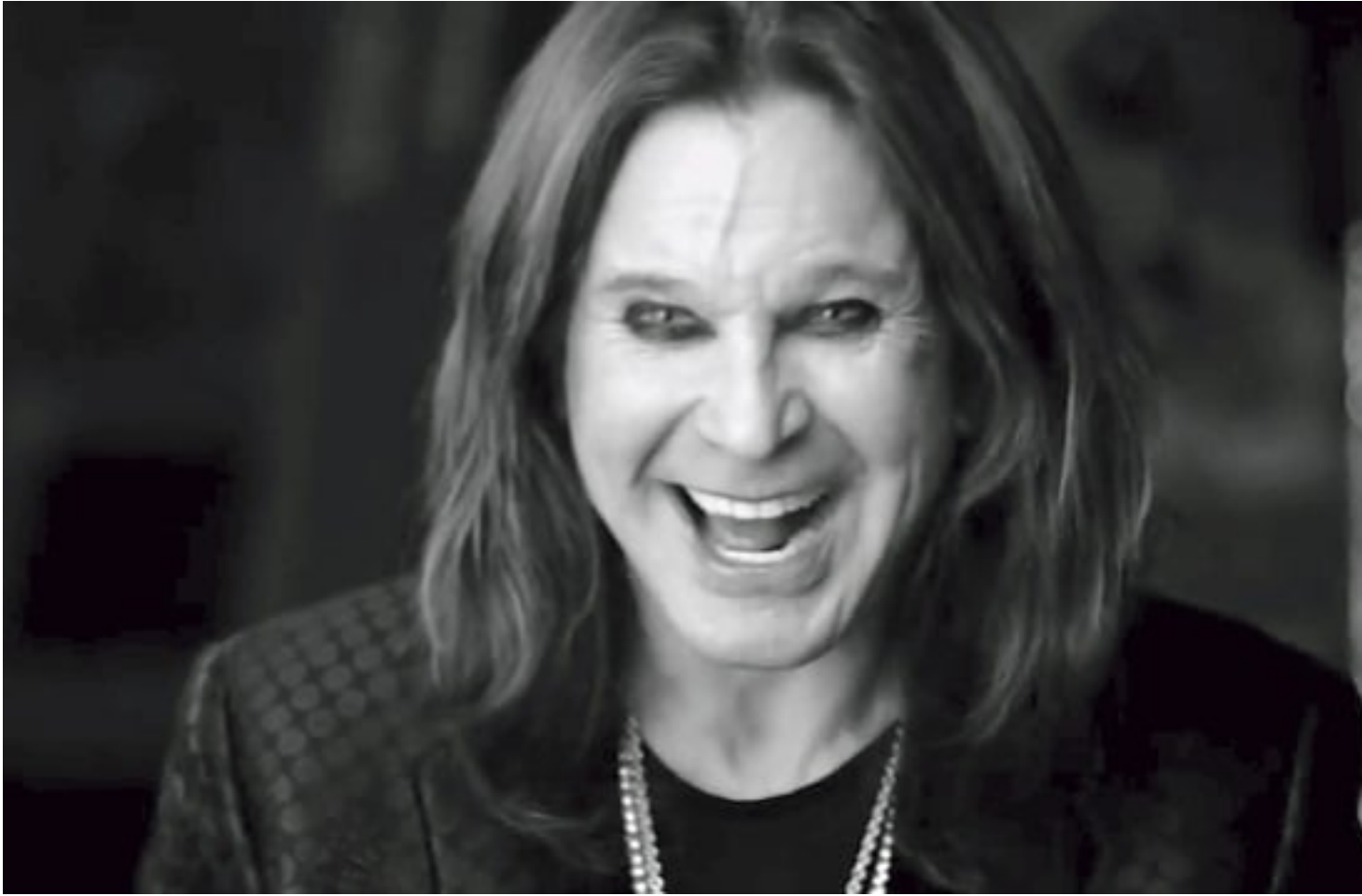


Ozzy Osbourne Featured In Metal Casino's U.K. Social Media Campaign

Written by Administrator

Saturday, 24 February 2018 16:14 -



The world's only online casino for hard rockers — **Metal Casino** — is now boosting its marketing outreach with ambassador and partner

Ozzy Osbourne
in a unique campaign.

Starting February 26, the casino is going to be increasingly visible on both **Facebook** and **Instagram**

After the casino's successful launch in August 2017, **Metal Casino** will now turn up the volume in the U.K., with a social media campaign boosted by

Ozzy
, who acts as a mega influencer through his own channels.

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In January, **Metal Casino** travelled to Culver City, California to film some exclusive material with **Ozzy**, including an extended interview where the legend plays the hard rock games **MOTÖRHEAD, GUNS N' ROSES**

and

Jimi Hendrix

while reminiscing about his friends

Lemmy

,

Slash

and

Jimi

. He also introduces us to the legendary Rainbow Bar & Grill and tells us never-heard-before stories about

THE BEATLES

and his guitarists, and recalls crazy casino trips with

MOTÖRHEAD

's

Lemmy

.

The half-hour long interview will be divided into five episodes, which will be released separately through social media channels. In these episodes **Ozzy** will be giving away signed prizes to lucky lottery winners.

The campaign will reach its peak this spring and summer when **Ozzy** is touring.

"We are absolutely delighted by the results," said **Metal Casino's Clas Dahlén**. "The recordings with the quick, witty and super-professional

Ozzy

became an epic rock documentary with elements of casino gaming.

"The interviews will be a perfect vehicle for reaching out to music and gaming fans. Metalheads will be wowed by **Ozzy's** personal memories from the history of rock that have never been told before, and hopefully they will go viral on social media."

Previously, **Metal Casino** has brought together the world's top hard rock stars as influencers,

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such as **Scott Ian (ANTHRAX), David Ellefson (MEGADETH), Lord Ahriman** and Sweden's own king of rock **Dregen**.

"This spring's campaign with **Ozzy**, together with our new **Metal Casino Live** stream on Wednesdays and Fridays, will increase the brand awareness and strengthen our three promises: True, Relevant and Dedicated, and boost customer influx even more," added **Dahlén**.

You can preview the **Metal Casino** U.K. TV ad below.

Metal Casino is the world's first casino that embraces metal music fans and casino lovers. Players will be able to win metal merchandise, concert tickets, meet bands backstage and more. Launched in 2017, its founders have spent over 30 years working in the most successful music, gaming and tech companies in the world, including **Mr Green, Universal Music, EMI, Spotify, Microsoft** and **Apple iTunes**.

Metal Casino is set for an international launch in the U.K., Germany, Sweden, Norway and Finland. Communication will be only in the "universal language of metal," English.

Metal Casino, created by metal music fans for metal music fans, is licensed by the **Malta Gaming Authority** and the **UK Gambling Commission**.

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In order to be granted a Maltese **MGA** license, the casino must have an age-verification process in check for all of their players whereby they will only accept players who are of an age where they may legally gamble in their country of residence.

For more information, visit www.metalcasino.com .

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