

# Erna Low

## Erna Low meets Pokemon Go!

It's hard to have missed the overnight phenomenon that has boosted Nintendo's share price by [86% in just the first week of its delivery](#). Indeed, the release of **Pokemon Go** the free app that is bringing many a person's dream of being able to catch Pokemon in the real world to life has been met with absolutely overwhelming demand, and is already bigger than Snapchat and Instagram combined.

What is particularly fascinating about Pokemon Go is its use of meaningful, real world locations as Pokestops and Gyms - Big Ben, The London Eye, and The Shard are all either a Pokestop or a Gym.

Now, you can add **Erna Low** to that list!

Specifically, the spectacular ski mural painted on the side of the Erna Low office at 9 Reece Mews, South Kensington, London. This work of art, created by renowned ski artist, Jonny Midnight, has already been recognised by the Kensington and Fulham Open Art Spaces Exhibition last Autumn, and has now been included as a Pokestop in Pokemon Go!



So come by to stock up on Pokeballs and Potions! Erna Low may even start dropping lures on their Pokestop to help Pokemon trainers as they pass through!

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### **ENDS**

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### **ABOUT ERNA LOW**

Erna Low is the oldest independent ski company, founded in 1932 by pioneering entrepreneur, Miss Erna Low. A leading ski operator to all the best resorts in France, Austria, Italy, Switzerland, Canada, Erna Low offers flights from 21 UK airports direct to the mountains with resort transfers/car hire, or great value self-drive ski holidays including Eurotunnel crossings. [www.ernalow.co.uk](http://www.ernalow.co.uk) @ErnaLow