

# **Wolt partners with Crăciun cu Ramon to bring prizes and festive surprises in the holiday season**

Wolt has partnered with Crăciun cu Ramon, one of Romania's most anticipated holiday films, to bring festive prizes, surprises, and special community activations to audiences across the country. As part of the collaboration, Wolt is offering fans the chance to win double invitations to the film, exclusive vouchers, and participate in interactive activities at the premiere.

## **Wolt joins Ramon as official partner to celebrate the holiday season**

To celebrate the film's launch and highlight the spirit of help, relief, and joy that defines both the movie and the holiday season, Wolt and Crăciun cu Ramon have teamed up to bring Christmas even closer to fans. Through this partnership, Wolt showcases how it can be the "invisible helper" of the holidays, the service you can rely on to make the season easier, warmer, and more magical.

The holiday season, as joyful as it is, can also become overwhelming, filled with long to-do lists, tight schedules, and the pressure to make everything perfect. That's why Wolt embraces its role as a quiet, reliable presence that takes some of the weight off people's shoulders, so they can focus on the moments that truly matter. And because every bit of relief deserves a spark of joy, Wolt is also bringing delightful surprises to its users this season.

## **Nationwide Contest: Order and win with Wolt & Ramon**

Between December 2–16, every Wolt user placing at least one order is automatically entered into the Wolt x Ramon holiday contest, where customers can win one of 60 double invitations to see Crăciun cu Ramon or a 1,000 lei Wolt voucher. The more orders placed, the higher the chances of winning.

## **Premiere Activation: Wolt brings Christmas to the cinema**

At the film premiere in Bucharest, Wolt brought the holiday spirit directly into the theatre lobby through a playful offline activation that invited moviegoers to “save Christmas” themselves. Visitors were welcomed into a dedicated Wolt corner featuring 10 miniature Christmas trees and a special challenge: participants received a Wolt bag filled with branded stars and had one minute to decorate as many trees as possible. Those who managed to “save Christmas” by completing the challenge won Wolt vouchers.

## **Wolt brings you everything you need for a hassle-free Christmas**

Wolt, one of Romania’s leading delivery platforms, is playing a significant role this holiday season, helping Romanians enjoy a stress-free Christmas. Under the tagline “Wolt brings you everything you need for Christmas”, the platform delivers a wide variety of products, from meals and groceries to gifts and last-minute treats, making it easier for everyone to enjoy the festive season.

“This partnership with Crăciun cu Ramon reflects exactly what Wolt stands for during the holidays: being there for people when they need it most,” said Alin Șerban, General Manager of Wolt Romania. “Beyond delivery, we want to bring joy, help simplify the season, and create moments that feel warm and meaningful.”

Through this collaboration, Wolt emphasizes its role as the helper that supports people during the busiest time of the year—whether by delivering festive meals, last-minute gifts, or the small treats that make winter days brighter.

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