



**Press Release  
For Immediate Release**

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## **GTribe Signs Long Term Partnership Agreement with Wheelhouse Marketing & PR**

**(July 19, 2016, Dallas, TX)** – GTribe, a Dallas, TX based social media network geared specifically for tech savvy gamers, announces Fort Worth, TX based Wheelhouse Marketing & PR will serve as its agency of record across multiple marketing services disciplines including: branding, sponsorship acquisitions, promotions and public relations. “We are ecstatic about working with GTribe’s global network,” states Wheelhouse Marketing & PR Managing Partner Kell Curtis. “This is more than just an account to us, we’ve been fans and members of the community for quite some time now and we’re excited to be a part of the next steps in its growth.”

Launching in 2014, GTribe ([www.theGTribe.com](http://www.theGTribe.com)) provides a unique social experience for both its members and brand partners. The community is one that promotes healthy conversations and the exchange of ideas and information where communication is mutually respectful, driven by enthusiasts with a passion for technology and gaming. GTribe takes an intuitive approach to brand partnerships by creating a co-promoted voice that not only extends the credibility of the relationship, but speaks “with” the community, instead of “to” them. The network strives to host a trusted and inspired environment where both user and brand may genuinely co-exist.

GTribe is the creation from one of the professional video gaming industry’s pioneers and innovators, Angel Munoz, who now holds the post as GTribe’s Founder and President. “When looking for an agency partner, it was vital that we work with a group that fully understands our philosophy every step of the way,” states Munoz. “I’ve collaborated with the Wheelhouse executive team for some creative projects in the past. We’re very much on the same wavelength and the timing was right to bring them into the GTribe experience.”

### **About GTribe:**

GTribe, a social media network geared specifically for tech savvy gamers, is a community based on values. From its members to partnering entities, the network is one that promotes healthy conversations and the exchange of ideas and information where communication is mutually respectful and consists of an array of topics that are passion-points to those within the gaming culture. Join the social revolution at [www.theGTribe.com](http://www.theGTribe.com).

**About Wheelhouse Marketing & PR:**

Based in Fort Worth, TX, Wheelhouse Marketing & PR develops connectivity between brands and unique entertainment properties by creating holistic partnerships that initiate win-win platforms. From public relations campaigns that support the story the brand is expressing, to marketing initiatives and sales programs that are fully supported by inventive collaborations, Wheelhouse takes a distinctive and human approach to manifesting a message that speaks to the heart of the consumer.

Company Disciplines Include: Public Relations | Strategic Partnerships | Brand Building | Sponsorship Acquisitions | Consumer Engagement | Campaigns (POS, Interactive, Loyalty Programs) | Digital Engagement | Fully Executed Marketing Concepts (Origin to Completion) | Sponsorship Evaluation | Cause Marketing Platforms | Sponsorship Activation and Experiential.

[www.wheelhousepr.com](http://www.wheelhousepr.com)

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