

**PRESS RELEASE**

PUBLISHED 2026-02-02 09:00 (CET)

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# **Elgiganten returns as Presenting Partner to Glitched 2026 - The Festival Store is back**



*Photo: Gabriel Kulig*

Glitched, Sweden's hottest LAN and gaming festival, is proud to announce that Elgiganten will return as Presenting Partner to Glitched 2026. The three-year partnership continues stronger than ever and marks Elgiganten's continued commitment to highlighting Swedish gaming culture and community.

## The festival shop

Glitched 2026 takes place 12-15 June at Elmia in Jönköping, and Elgiganten will once again create the festival's large and popular **festival shop** - a true gaming oasis right in the heart of the event. Visitors can expect an even wider range of state-of-the-art gaming PCs, monitors, accessories, headsets and consoles from leading brands - all at festival prices.

*- "We're super excited to continue our partnership with Glitched. After the success of 2025, we know how much the festival shop means to visitors. It will be a central meeting place where you can test the latest, get great deals and talk gaming with both experts and like-minded people. The LAN culture is alive and we are proud to be part of driving it forward, says Alexander Åberg, Gaming Manager at Elgiganten.*

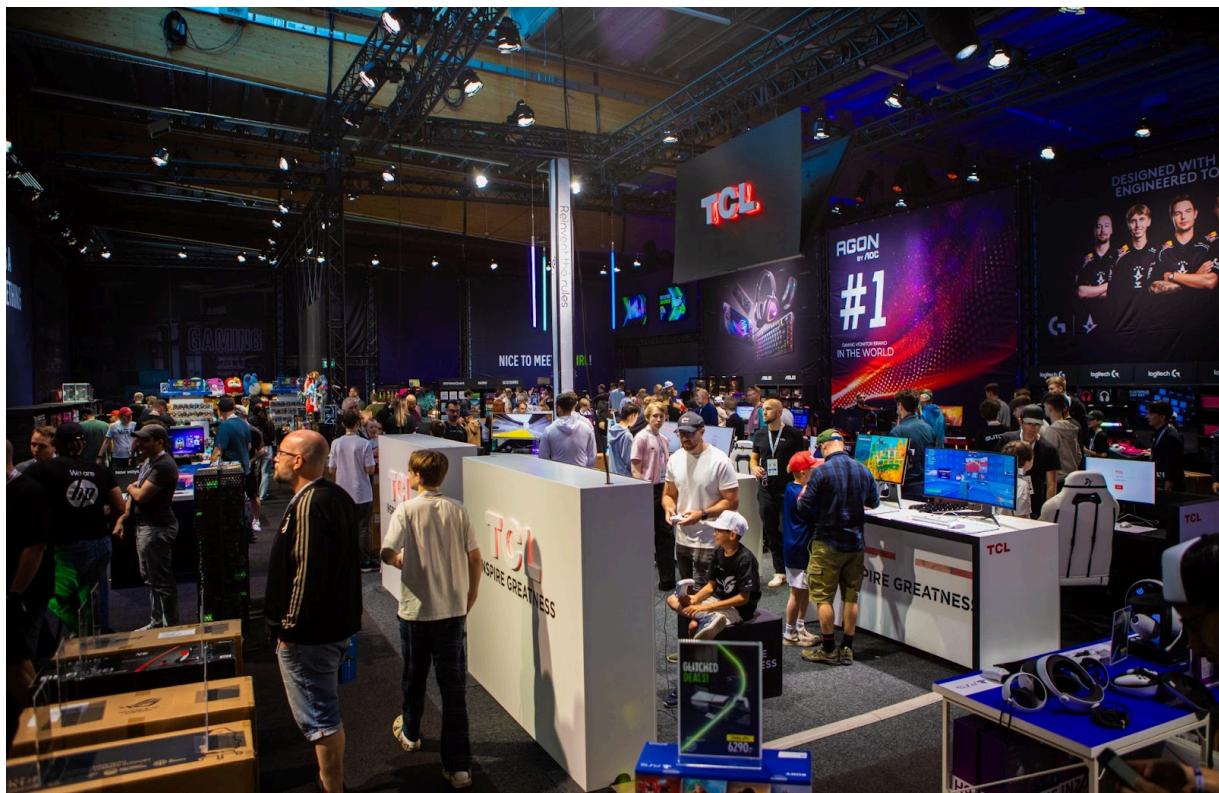
## Strong presence

Elgiganten will have a strong presence throughout the festival area through its pop-up studio, various stage competitions and meet & greets with its ambassadors L22, Matinbum and Fortnitefarmor.

*- "Elgiganten's commitment has been crucial for us to build a world-class festival. The fact that they are now returning as a Presenting Partner and bringing their iconic festival store with them feels just right - there will be even more gaming, even more community and even better deals for all our visitors, says Nicklas Andersson, Glitched.*

## Tickets

Tickets for Glitched 2026 are already on sale at [glitched.se](https://glitched.se)



*The festival shop at Glitched 2025. Photo: Emma Andersson*

## **LINKS**

<https://glitched.se>

<https://www.elgiganten.se/>

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## **ABOUT GLITCHED**

Glitched is one of the Nordic region's fastest growing festivals for gaming, e-sports and digital culture and Sweden's largest LAN. The event gathers tens of thousands of visitors for a weekend filled with LAN, cosplay, expo and entertainment.

Glitched 2026 takes place 12-15 June at Elmia in Jönköping.

## **ABOUT ELGIGANTEN**

Elgiganten is Sweden's leading retailer of home electronics, white goods and kitchens. The company is one of the largest players in the Swedish retail sector and has been operating in Sweden since 1994. Today, Elgiganten has around 3,700 employees and 170 stores and department stores across the country.