



TRAFALGAR: The Christmas tree at Trafalgar Square in London – recreated by Skogliv

Celebrate Christmas in Minecraft

Everyone is invited to celebrate Christmas in Minecraft. We have recreated the Christmas tree at Trafalgar Square in London. In an online world, players will join each other to walk around the tree, and learn about Christmas traditions in different countries at the same time.

The event will take place on the morning of Christmas eve (CET). We expect tens of thousands of players through the day. Microsoft Azure is providing the server capacity.

Behind the celebration is Skogliv - Norway's largest Minecraft community. Skogliv is well known for their previous record-breaking Minecraft events. On Norway's national day this year, they hosted 37.000 players in the largest celebration nationwide.

The Christmas Tree at Trafalgar Square

The Trafalgar Christmas tree has been given from the City of Oslo each year since 1946. It expresses gratitude from the people of Norway to the United Kingdom for their help during the Second World War.

The tree is usually felled in Oslo at the end of November and shipped to London.

Corporate opportunities

The event will include several opportunities for visibility. Companies may display their logo or product on in-game surfaces, as well as the official social media and web sites.

Sustainability and learning outcomes

Skogliv is joining forces with Microsoft to work towards the UN's goals for sustainable development. The Christmas event will contribute to a cultural understanding between the participating countries and players. It also showcases the possibilities of learning with digital resources.

Our goal is to provide an inclusive digital celebration of this year's holiday season. It is open to everyone with Minecraft, and available worldwide. Friends and families can meet each other in the game and join in activities. The skilling opportunity with this event is to gain inclusive and cultural understanding, as well as social-emotional digital skills in a new and demanding social climate.

About Skogliv

Skogliv is the largest community for Norwegian Minecraft players. It was founded in 2018 as a Minecraft server and has run continuously since then.

During 2020 and 2021, we have done several larger projects. Together with Norwegian universities, we created a Minecraft: Education edition map about the Samis, the indigenous people of Norway. Later, we cooperated with the national opera and ballet in Oslo to create an educational map where students get to know some of the many professions and skills needed at an opera house.

When Covid hit, all large public celebrations of the Norwegian Constitution Day on May 17th were closed down, both in 2020 and 2021. Therefore, we decided to host a digital celebration. Players from all over Norway could join the parades on our Minecraft servers. In 2021, a total of 37 000 players attended, in a single day. We gained media attention from all major Norwegian media houses.

And for this Christmas period times are still "different" and needs a festive, safe, and inclusive celebration.

Point of contact

For more information, please contact:

- Jacob Andersen, Communications Advisor, Microsoft Norway, jandersen@microsoft.com
- Tarjei Mo Batalden, Co-founder, Skogliv, tarjei@skogliv.no, +47 904 74 557

