Floki’s Metaverse Game Valhalla Launches on Mainnet June 30 with Multi Million In Game Rewards

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New Norse Mythology-Inspired MMORPG Goes Live as Project Shifts Focus from Meme Coin to Gaming Platform

Floki Launches Valhalla Mainnet: Revolutionary Play-to-Earn MMORPG Goes Live June 30, 2025

Floki has announced the mainnet release of its long-awaited metaverse game, Valhalla, a blockchain-based massively multiplayer online role-playing game (MMORPG). The launch, which follows more than three years of development, marks a major step in the company’s move beyond its origins as a meme token.

The game has already attracted Hafthor Bjornsson, best known for his role as The Mountain in *Game of Thrones* and widely regarded as one of the strongest men in history, who has offered an early preview of the upcoming metaverse game *Valhalla* ahead of its official launch on June 30. The exclusive glimpse is available to watch on his Twitch channel at twitch.tv/hafthorjulius.

Valhalla introduces a game environment rooted in Norse mythology, combining elements such as character progression, combat, resource management, and guild cooperation. Unlike traditional games, players can earn real rewards through the platform's play-to-earn structure.

Valhalla is FLOKI's flagship metaverse game, and it's aiming to change the play-to-earn game for good. Built by FLOKI, the first community takeover project in crypto history, Valhalla puts players first. It's a browser-based MMORPG powered by the FLOKI token, with rich on-chain mechanics, NFT-based characters, and a live economy backed by a robust multi-million dollar treasury. The goal is to let players earn while they play, without sacrificing fun, quality, or community.

The game features turn-based tactical combat in hexagonal battle arenas, NFT creatures called Veras, and an expansive open world that players can explore and conquer together. With seamless Web3 integration and a player-driven economy, Valhalla offers real ownership of in-game assets, giving players multiple ways to earn for their time and skill.

"This is not just about putting a game on-chain - it's about making blockchain gaming better and delivering on the promise made to our community that we will fix many of the problems found within the blockchain P2E gaming space," said Pedro Vidal, Community Relations Officer at FLOKI. "We're not building for hype. We're building something gamers actually want to play - and pushing the boundaries of what can be accomplished in the play-to-earn and blockchain gaming world… This is only the beginning."

Alongside the launch, millions from the treasury will fund In Game Rewards and also further game development, marketing, and the formation of industry partnerships aimed at expanding user reach and engagement.

Valhalla's release places Floki in a growing segment where gaming intersects with blockchain technology and decentralized finance. With the mainnet now operational, the project plans to grow its user base, introduce new features, and establish collaborations across the gaming and crypto industries.

Floki has announced a new partnership with Method, a leading name in the global MMORPG esports scene, to promote its upcoming play-to-earn game *Valhalla*. Known for its prominence in the "Race to World First" and deep ties to the World of Warcraft community, Method will support *Valhalla* through dedicated content, including guides, tips, and updates, shared across its platform. As part of the agreement, *Valhalla* will also feature on Method’s official jersey throughout 2025 and 2026. The collaboration aims to introduce *Valhalla* to Method’s large MMO-focused audience ahead of the game’s mainnet launch on June 30, marking a significant step for Floki’s efforts to expand Web3 gaming into the mainstream.

The blockchain gaming industry has grown rapidly in recent years, with its market value reaching an estimated $7.1 billion in 2024 and projections suggesting it could exceed $25 billion by 2030. Blockchain games now account for nearly 40% of all blockchain activity, with over 2.1 million daily active unique wallets recorded in early 2025. Popular platforms such as Immutable, Polygon, and BNB Chain have become key players in hosting Web3 games, while major studios like Ubisoft and Zynga are

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experimenting with blockchain integration in mainstream titles. Revenue is generated through NFT sales, in-game tokens, and digital asset trading, with a noticeable shift toward free-to-play models aimed at lowering entry barriers. The sector has also attracted significant investment, with over $2 billion in venture capital funding supporting blockchain gaming startups since 2023.

About Valhalla

Valhalla is a blockchain-based MMORPG inspired by Norse mythology, offering players the chance to discover, tame, and battle with creatures called Veras. The game features a player-driven economy and a hexagonal battlefield designed for dynamic combat. You can play the game now and it will be officially launched on Mainnet on June 30, 2025. Valhalla was developed by FLOKI.

Learn more at https://valhalla.game/

About Floki

Floki is the people's cryptocurrency and utility token of the Floki Ecosystem. Floki aims to become the world's most known and most used cryptocurrency and intends to achieve this ambitious goal through a focus on utility, philanthropy, community, and marketing. Floki currently has 550,000+ holders and a strong brand recognized by billions of people worldwide due to its strategic marketing partnerships.

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