



## **COLLEGIATE SPORTS MANAGEMENT GROUP PARTNERS WITH THE KAY YOW CANCER FUND FOR THE COLLEGIATE ESPORTS NATIONAL CHAMPIONSHIP**

Raleigh, NC – Collegiate Sports Management Group (CSMG) and the Kay Yow Cancer Fund (KYCF) are teaming up at the inaugural Collegiate Esports National Championship (CENC). The Kay Yow Cancer Fund NBA2K Charity Cup hosted by Generation Esports High School Esports League will take place on Saturday, May 1, 2021 from 1:15 to 5:45 pm EST, with all proceeds donated to the KYCF. This NBA2K tournament will be live streamed on the CSMG Twitch Channel. Find the link here:

“We are so excited to be a part of the first ever CENC in the fight against all cancers affecting women. The Kay Yow Cancer Fund has a long tradition of hosting fundraising events in the traditional sports space and the CENC provides the opportunity for us to extend our reach and impact nationwide with the help of the Esports community” said Jenny Palmateer, Vice President of Programming/Director of PLAY4KAY.

“CSMG through our CENC event is honored to celebrate Coach Kay Yow and the legacy she has left in the KYCF. By partnering with the Kay Yow Team, we hope to raise awareness through this groundbreaking esports event similarly to their work within traditional sports”, said Joseph Peteya, Esports Events Coordinator at CSMG. “With our Fund’s founder being a Coach that dedicated her life to serving others and believing in the power of uniting communities, we can’t think of a better event to be a part. As the beneficiary of the CENC, spirits will be lifted, and lives will be saved. Special thanks to CSMG, CENC sponsors, participants, and supporters for including us in this awesome event as we partner in the fight against ALL cancers affecting women”, added Palmateer.

### **About Collegiate Sports Management Group (CSMG)**

CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports. Visit [www.collegiatesmg.com](http://www.collegiatesmg.com) for more info.

### **About the Collegiate Esports National Championship (CENC)**

The CENC represents the first-time teams from across the entire collegiate esports landscape will go head-to-head for the crowning of a true national champion in Overwatch, Super Smash Bros, and Rocket League. This tournament will bring student-athletes together from 2-year institutions from the NJCAA and 4-year institutions including teams from ECAC Esports, and other conferences and at-large schools. It is a virtual event that will air on Twitch and the Esports Television Network (ESTV) from April 29<sup>th</sup> - May 2<sup>nd</sup>, 2021.

### **About the Kay Yow Cancer Fund**

Legendary women's basketball Coach Kay Yow founded the Kay Yow Cancer Fund in 2007 with the mission of funding cancer research for all cancers that affect women and ensuring underserved women have access to healthcare. Initially diagnosed with breast cancer in 1987, Coach Yow passed away due to the disease in 2009. Headquartered in Raleigh, NC, the Kay Yow Cancer Fund is a 501(c)(3) charitable organization that has awarded millions of dollars toward its mission to fight all cancers affecting women. For more information, visit [kayyow.com](http://kayyow.com) or contact Jen Hoverstad, director of marketing and engagement at [jen.hoverstad@kayyow.com](mailto:jen.hoverstad@kayyow.com).