



## **RIOT GAMES EXPANDS ECAC ESPORTS COLLEGE LEAGUE OF LEGENDS TOURNAMENT TO 24 MEMBER SCHOOLS**

October 15, 2020

DANBURY, CT – Riot Games and ECAC Esports announced that 24 member teams will now be eligible to participate in Riot Games’ College League of Legends (LoL) season. The 24 membership institutions will compete in the ECAC’s LoL championship with the winning school advancing to the Spring 2021 College LoL Championship. The ECAC’s standing as the preeminent leader in collegiate esports was undeniably a direct cause for Riot Games giving the ECAC the additional 7 member schools to compete in the ECAC College LoL tournament.

“We are thrilled to continue our relationship with Riot Games as a partner conference. The Riot Scholastic Association of America (RSAA) has provided great opportunities for our member schools. They are eager to get back into action and represent their schools in the College LoL event,” stated Lydia Fister, Director of Esports at ECAC Esports.

The Riot Games College LoL tournament offers an opportunity for schools looking to start an esports program to field a team and join the ECAC for the chance to win this prestigious national tournament. Schools can start building their esports programs and play one of the most popular gaming titles by joining the ECAC. Schools can capitalize on its popularity to use for recruitment and enrollment strategies. Riot’s LoL event will provide the structure, reliability, and a network of competitors. ECAC Esports looks forward to watching the defending conference champion, University at Albany take on the remaining 23 teams for qualification to the live championship.

“The ECAC continues to set the standard for all collegiate esports. As the true collegiate governing body of esports, Dan Coonan has created tremendous value for the ECAC membership. This partnership with Riot enhances the strategy and growth at the ECAC,” added Neil Malvone, EVP and Director of Esports at CSMG and Vice Chairman of NJCAA.

### **ABOUT ECAC ESPORTS**

ECAC is an 82 year-old organization with over 200 member schools across all NCAA divisions. The ECAC exists to enhance the experience of student-athletes participating in intercollegiate athletics and provides great value for universities and college by sponsoring championships, leagues, bowl games, tournaments and other competitions throughout the Northeast. ECAC Esports is growing and now totals more than 60 colleges and universities and is expanding the geographic footprint for the conference nationally. ECAC’s Esports program is dedicated to providing and activating intercollegiate esports competition for colleges across the country.

### **ABOUT COLLEGIATE SPORTS MANAGEMENT GROUP**

Founded in 2014, 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 information.