



National Junior College Athletic Association Esports and Generation Esports Form New Strategic Partnership

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CHARLOTTE, NORTH CAROLINA – The National Junior College Athletic Association Esports (NJCAAE) and Generation Esports (GenE) — the overarching entity behind North America’s largest competitive esports organization for high schools (High School Esports League) announce the formation of a new strategic partnership where GenE will be the NJCAAE’s Official Esports Platform partner. GenE will provide their professional insights to esports including the onboarding process of schools, teams and players, provision of game play rules, and administration of competition and branding tournaments. The NJCAAE continues to add more members to their esports platform as both organizations will host regular season competitions leading to national championships in the fall and spring semesters. GenE’s innovative tournament platform will enable the NJCAAE to provide in-depth statistics and leaderboards for teams competing in the leagues.

"Generation Esports is honored to partner with the National Junior College Athletic Association Esports and share our knowledge, resources, and tools with their members," said Mason Mullenieux, co-founder and CEO of Generation Esports. "Through this partnership, together we'll continue minimizing the barrier of entry to learn more about and directly get involved in esports, for students in middle school all the way to college."

Through this agreement, the NJCAAE will direct their esports partners and competitions to GenE, as they will additionally provide all marketing materials in hopes of driving participation by the NJCAAE schools and teams. This partnership will allow for the creation of a fluid esports pipeline of students from middle school with GenE’s Middle School Esports League through to college with the NJCAAE, the first of its kind in esports. Students will have the attention and resources necessary to nurture their passion in esports while receiving their education.

Executive Director of the NJCAAE, Jeff White states, "We are incredibly excited to work with GenE and add to their history of excellence in esports. Further, this partnership reinforces our commitment to adding value to being a member of the NJCAAE. This value is not limited to the colleges, but also to the students at member institutions. We believe we have created the necessary connective tissue to make the transition from high school to community college even easier, thus ensuring new students will step on campus already highly engaged with their school’s extracurriculars. The fact that they have a best in class platform that students will already be familiar with is just icing on the cake."

"The pipeline from high school student to college graduate uniquely positions CSMG’s esports assets in the marketplace and allows CSMG to connect potential sponsors and brands to young consumers and inspire lifelong customer loyalty," stated Neil Malvone, EVP of Collegiate Sports Management Group (CSMG) and Vice Chairman of the NJCAAE.

To learn more about Generation Esports, visit www.generationesports.com.

For the latest news and updates from Generation Esports, like the organization on Facebook at <https://facebook.com/joingenesports> and follow on Twitter @joingenesports and Instagram. Fans can also join the official GenE Discord and subscribe on YouTube and at Twitch.tv/GenerationEsports.

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 esports rights encompass the ECAC, NJCAA, and within the 20+ conferences represented by CSMG. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports.

About NJCAAE

The National Junior College Athletic Association Esports (NJCAAE), founded in 2019, is the only national esports association exclusively for two-year colleges. The NJCAAE is committed to increasing access to team dynamics, school representation, and campus life for the benefit of student-athletes and member institutions alike. Esports participants and NJCAAE members benefit through meaningful, educational, and transformative opportunities which lead to greater retention and completion rates for participants. Already boasting over 60-schools from all regions of the United States after just two semesters of competition, the NJCAAE continues to make inroads to be the association of choice for all 2-year schools.

About Generation Esports

Created by the founders of High School Esports League (HSEL) — the largest and longest-running competitive gaming organization for high school students in the United States — Generation Esports (GenE) serves communities across the world that wish to better engage today's youth. GenE believes that esports is more than just video games; it's competition, community, engagement, and relationship building. With over 3,000 partnered schools and 85,000 participating students within its HSEL alone, GenE makes it easy for communities of all backgrounds and ages to offer competitive esports experiences to their members. To learn more, visit <https://generationesports.com>.

Generation Esports Press Kit: <https://uberstrategist.link/GenerationEsports-PressKit>

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