



## **NJCAAE JOINS RIOT GAMES TO COMPETE IN THE COLLEGE LEAGUE OF LEGENDS TOURNAMENTS**

October 5, 2020

CHARLOTTE, NC – Riot Games and NJCAAE announced that NJCAAE members will be eligible to participate in Riot Games’ College League of Legends (LoL) season. This partnership will enable all NJCAAE institutions to participate in regional events with the goal of participating in the Spring 2021 College LoL Championship.

“I am thrilled to announce that membership in the NJCAAE now means access to College League of Legends for all members. NJCAAE members are guaranteed a seat in the competition and no longer need to join other associations for access League of Legends,” stated Jeff White, Executive Director of NJCAAE and Chief Legal Officer at NJCAA.

Riot Games saw the value in adding two-year schools into College LoL to be truly inclusive within the collegiate ecosystem. This also allows schools without a true esports program the chance to start in the College LoL competition and attract students to the new world of college esports gaming. Riot’s LoL event will provide the structure, reliability, and a network of competitors. Unlike traditional sports, esports can compete across all divisions, so the NJCAAE will have more flexibility in competitions and are looking forward to creating LoL events across the NJCAAE landscape.

“As the only exclusively 2-year college association, this is a big win for our members and our students and shows our continued focus on value in membership. It also illustrates Riot Games’ commitment to all students at all institutions. Our standing in the collegiate esports ecosystem continues to grow,” added Neil Malvone, EVP and Director of Esports at CSMG and Vice Chairman of NJCAAE.

### **ABOUT THE 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 member benefits 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 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.