

**FOR IMMEDIATE RELEASE**

**Jacksonville's John Sarmie to Represent USA at Inaugural World Tennis Esports Championships in Las Vegas**



**Jacksonville, FL — 8/15/25** — John Sarmie, a long-time Jacksonville resident, local veteran business owner of **Awkward Croc Entertainment (ACE)** and Founder/President of the nonprofit organization **First Coast Esports Alliance (FCEA)**, has officially qualified to compete in the **inaugural World Tennis Esports Championships (WTEC)** taking place on **September 10, 2025**, in Las Vegas, Nevada.

Organized by the **International Virtual Tennis Federation (IVTF)**, the WTEC marks a historic milestone in the world of virtual sports, bringing together **16 elite competitors** — eight from National Leagues and eight from the Tennis Esports Tour — to battle for a **\$100,000 prize pool** that includes cash, accommodations, travel, and in-game rewards.

Sarmie, who secured the **#1 ranking** in the “Race to Vegas” qualifier, will join **five other U.S. players** in representing the nation. The international field features top contenders from Austria, Canada, Germany, India, Switzerland, and the United Kingdom. All matches will be streamed live on YouTube via *ZMS LiveStream*, giving fans worldwide a front-row seat to the action.

“I don’t play tennis in real life, but if you have good hand-eye coordination and put in the time and effort to learn and train, you can compete in Tennis Esports,” said Sarmie. “It’s an exciting, inclusive sport that combines athleticism, strategy, and technology.”

Beyond competing, Sarmie and his non-profit are leading the **newly formed US VR Tennis League**, powered by Tennis Esports, with plans to develop city-based teams across the country. This effort aligns with FCEA’s mission to **enrich lives through esports, gaming, and technology**, offering “edu-tainment” experiences that promote creativity, social connections, and career exploration.

**Event Details:**

- **Date:** September 10, 2025
- **Venue:** The Space, Las Vegas
- **Tickets:** [thespacelv.com/event/world-tennis-esports-championship](https://thespacelv.com/event/world-tennis-esports-championship)
- **Live Stream:** [https://www.youtube.com/@tennis\\_esports](https://www.youtube.com/@tennis_esports)
- **Prize Pool:** \$100,000 USD
- **Website:** <https://www.ivtf.org/wtec>

To learn more about the **US VR League** and **Tennis Esports**, please visit [firstcoastesports.org/vrleague](https://firstcoastesports.org/vrleague) and/or send an inquiry email.

**Media Contact:**

First Coast Esports Alliance  
[VRLeague@firstcoastesports.org](mailto:VRLeague@firstcoastesports.org)

**About First Coast Esports Alliance (FCEA):**

FCEA is a Jacksonville-based 501(c)(3) nonprofit dedicated to empowering youth and young adults by harnessing the power of esports, gaming, and technology. Through interactive programs and events, FCEA fosters creativity, builds community connections, and provides pathways to educational and career opportunities.

Learn more: [firstcoastesports.org](http://firstcoastesports.org)

**About the International Virtual Tennis Federation (IVTF):**

The IVTF is the global governing body for Virtual Tennis, committed to fostering inclusive participation across abilities, genders, and ages while ensuring fairness, integrity, and accessibility in the sport. Learn more: [ivtf.org](http://ivtf.org) | [tennis-esports.org](http://tennis-esports.org)