

Playfly Esports to Become LHSAA Official Esports Platform

BATON ROUGE, LOUISIANA - The Louisiana High School Athletic Association has partnered with Playfly Esports, an industry-leading advertising and sales platform that connects brands with the esports fans, to become the LHSAA's new official esports platform. The LHSAA and Playfly Esports will be able to help increase esports participation among the association's member schools.

Member schools and their teams will be able to compete in multiple popular game titles such as Rocket League, League of Legends, and more. The LHSAA Esports season will also shift fully to take place solely in the Spring of 2023, with 11 weeks of competition followed by postseason playoffs and championships. The Fall 2022 pre-season will remain open for any teams interested in competing in exhibition matches and contests.

"We're eager to move esports to the next level within the LHSAA and truly feel Playfly Esports is the appropriate partner to do that alongside us," said Eddie Bonine, LHSAA Executive Director. "This partnership will allow more Louisiana based schools to participate thanks to Playfly Esports competitive accessibility and various levels of available play."

"We are excited to expand our high school esports offering to the state of Louisiana," said Playfly Esports Vice President of Operations, Curtis Winger. "We look forward to working directly with the LHSAA and its member schools to build something that meets the collective needs of their students."

LHSAA Esports will look and feel like any traditional sport on the LHSAA website with team schedules, scores, and more. Additionally, LHSAA and Playfly Esports will be utilizing new social and digital platforms to create more user-friendly experiences for coaches and teams to monitor throughout the season and postseason.

"As esports in Louisiana continue to expand and improve, we are dedicated to ensuring the opportunities provided for students are reflected throughout our great state," said Eddie Bonine. "We're extremely excited for Playfly Esports to deliver a best in class experience for our teams."

The LHSAA and Playfly Esports also have plans to create an Esports Advisory Committee in the coming weeks that will oversee the rules and regulations for the league's operations. The LHSAA Esports Advisory Committee will engage with member schools for input and feedback on future game titles, in-person championship locations and what is needed to achieve continued growth of the esports league for future seasons among member schools.

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With Playfly Esports, the entry fees will be \$1,800 per school per year, no matter how many students compete or the number of games the teams will participate in. This rate will be locked in for a total of three years.

About the LHSAA

In October of 1920, a group of high school principals met in Baton Rouge to discuss ways to better regulate and advance high school interscholastic athletic programs. This meeting led to the formation of the Louisiana High School Athletic Association. Since then, its executive directors, staff, and member-school principals have led education-based athletics in the State of Louisiana.

About Playfly Esports

Playfly Esports connects brands to the gaming community with a focus on building industry-leading consumer activations and providing trusted go-to-market strategies for businesses looking to develop larger footprints in a rapidly evolving sector. Additionally, Playfly Esports oversees operations, marketing, and business development for NACE Starleague, North America's largest collegiate league with nearly 700 colleges and over 13,000 students, as it advances the competitive experience for student-athletes and provides them with an ideal place to showcase their skills. Playfly Esports works with scholastic partners at all levels including colleges & universities, state and local high school districts, athletic and activities associations, departments of education, and parks & recreation in this new endeavor. Visit Playfly Esports online at playflyesports.com and on LinkedIn, Twitter, and Facebook: @PlayflyEsports.

For Immediate Release – August 24, 2022

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