



Entertainment Network



FOR IMMEDIATE RELEASE:

Super Channel partners with Northern Arena as Presenting Sponsor for second annual *Canadian Game Awards*

Canadian Game Awards presented by GINX Esports TV Canada to air Friday, April 9 at 8 p.m. ET



EDMONTON (March 31, 2021) – Super Channel is pleased to partner with Northern Arena as Presenting Sponsor to bring the second annual ***Canadian Game Awards*** to gaming fans across the country on [GINX Esports TV Canada](#). The two-hour awards special honouring the best the country has to offer in over 20 categories covering all aspects of the Canadian gaming industry, will air on **Friday, April 9th at 8 p.m. ET**, and will also be available via Super Channel On Demand. Viewers can also subscribe to Super Channel and GINX Esports TV Canada via Amazon Prime Video Channels and the Apple TV app.

“At Super Channel, we are dedicated to raising the awareness of Canadian content across all our channels and GINX Esports TV Canada is no exception,” said **Don McDonald, President and CEO**, Super Channel. “We welcome the chance to shine a spotlight on the Canadian game developers, artists and content creators by bringing these important awards to viewers across the country.”

“As Canada’s only 24-hour esports channel, we are thrilled to be the Presenting Sponsor and the broadcast home of the 2021 *Canadian Game Awards*,” said **Dan Rudolph, Director of Programming for GINX Esports TV Canada**. “We are proud to provide a platform to bring the esports community together to celebrate the Canadian gaming industry and showcase its accomplishments. Congratulations to all the nominees and winners.”



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Carl-Edwin Michel, Founder and CEO, Northern Arena and Executive Producer of the awards commented: "The *Canadian Game Awards* are a great opportunity to celebrate our strong industry but also our diversity as a game community. That's why we are proud to partner with GINX Esports TV Canada who will help us shine a bright light on this great industry."

The *Canadian Game Awards* is designed to unite Canada's gaming communities in celebration of its achievements. Celebrating all areas of the Canadian video game industry, the awards will highlight standout games, industry professionals, content developers, artists and events. As the third largest developer of video games in the world, this award show celebrates Canada's spot on the world stage as a leader in interactive entertainment.

To view the nominees for every category of the *Canadian Game Awards*, click [here](#).

To cast your vote for the Fans' Choice Award (vote by April 2), click [here](#).

To stay up to date, follow the Canadian Game Awards on [Twitter](#), [Facebook](#), and [Instagram](#).

About Super Channel Entertainment Network

Super Channel is a national pay television network, offering subscribers exceptional entertainment value, uncut and commercial free, with four diverse channels – Super Channel Fuse, Super Channel Heart & Home, Super Channel Vault and GINX Esports TV Canada – plus, access to Super Channel On Demand where available by service provider.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled teamwork that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company. For a list of service providers, please visit: superchannel.ca/subscribe

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