



Entertainment Network



FOR IMMEDIATE RELEASE:

## **Super Channel and Able Esports announce new content partnership for GINX Esports TV Canada**



**EDMONTON / QUEBEC (April 27, 2021) - Super Channel and Able Esports** today announced a new partnership to collaborate on exclusive live esports events that will bring exciting original content to **GINX Esports TV Canada** and Able Esports' Twitch channel.

The content will initially be focused on a series of Fortnite tournaments, which will offer North American players the chance to compete for their share of a global prize pool. The tournament will culminate with a finals event entitled the "Able Cup" to be broadcast live on GINX Esports TV Canada on **May 15, 2021**.

Able Esports is a Canadian esports organization, based primarily in Quebec. They house several competitive teams and content creators, as well as organize recurring virtual esports tournaments in various titles for the North American player base.

GINX Esports TV Canada is Canada's only 24-hour esports channel featuring live events, news, and gaming lifestyle programming from around the world and is available via most Canadian cable providers as well as Amazon Prime Video Channels and the Apple TV app.

**Emil Vanjaka, VP Business Development** for Able Esports commented: "We are thrilled to be working with such a renowned Canadian broadcast partner. GINX Esports TV Canada is a leader in the esports television segment, and we are eager to work with them to bring our content to more viewers and to continue elevating esports within the country."

**Dan Rudolph, Director of Programming & Strategy**, GINX Esports TV Canada commented: "This new partnership with Able Esports is yet another step in our goal to provide high-quality comprehensive coverage of gaming and its competitive side to players and viewers. We look forward to the exciting new content that this collaboration will bring."



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The partnership comes at a time of strategic growth for both companies. GINX Esports TV Canada continues to bring a growing variety of Canadian esports content to the channel. Able Esports, on the other hand, has secured several strategic partnerships including a relationship with the Canadian public company GURU Organic Energy Corp (TSE: GURU) as their official energy drink partner.

Esports continues to thrive despite the ongoing worldwide pandemic, as local and international tournaments have mostly moved online. This has created an opportunity to put more high-quality Canadian events and broadcasts on the world stage, which will serve to further elevate esports in the country.

### **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](https://superchannel.ca/subscribe)

### **Connect with GINX Esports TV Canada (@GINXCanada):**

[www.superchannel.ca/ginx](https://www.superchannel.ca/ginx)

[GINX Esports TV Canada on Twitter](#)

[GINX Esports TV Canada on Instagram](#)

[GINX Esports TV Canada on Facebook](#)

### **About Able Esports:**

Able Esports is a Canadian esports organization with players and fans spanning North America and beyond. The company strives to field the best competitive teams and content creators in the most popular esports and gaming titles. Able's goal is to offer its athletes the tools and support that they need and deserve in order to compete at the highest levels. The organization works diligently with its partners to offer high-quality events and collaborations to further promote and elevate esports within Canada, while ensuring a non-toxic and inclusive environment. [www.ableesports.com](https://www.ableesports.com)

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