



Entertainment Network



FOR IMMEDIATE RELEASE:

## **Super Channel and Northern Arena partner on new esports and gaming culture series, SQUAD**

**Premieres September 17 on GINX Esports TV Canada**



**EDMONTON (Aug 12, 2019) – Super Channel** is pleased to announce that it has partnered with Northern Arena to bring the esports and gaming culture series, **SQUAD** to **GINX Esports TV Canada**. Hour-long episodes of the gaming lifestyle series will air Tuesday – Thursday at **7 p.m. ET**, beginning **September 17** and will also be available via Super Channel On Demand.

**SQUAD**, which debuted last March on multiple platforms including Twitch, YouTube, Facebook and Twitter, is produced by Northern Arena Productions.

To view the trailer for SQUAD, click [here](#).

“We are thrilled about the new partnership between Northern Arena and GINX Esports TV Canada,” said Dan Rudolph, Director of Programming for GINX Esports TV Canada. “Through SQUAD, our viewers will enjoy an energetic and enthusiastic Canadian perspective to gaming and esports events from across the globe.”

Carl-Edwin Michel, Founder and CEO, Northern Arena and Executive Producer of SQUAD commented: “Northern Arena and the SQUAD family are thrilled about this great partnership with GINX Esports TV Canada. We want to set the standard for esports content in Canada by producing and telling compelling esports stories with high production value. We think that GINX Esports TV Canada is the perfect place for gamers and non gamers to see what our community is all about.”



Entertainment Network



SQUAD is an hour-long esports and gaming culture show presented by fun, enthusiastic, knowledgeable gamers with hard and fast opinions... not to mention the gaming skills to back them up. Along with a colourful, rotating lineup of guests (featuring esports professionals, game developers, popular Youtubers, Twitch streamers, and more) SQUAD will recap esports events, break down the most amazing plays, discuss hot topics in the world of gaming, preview upcoming games and events, and even get in some playtime themselves in studio.

Shot in a state-of-the art studio in Mississauga, the series brings together a 'squad' of featured hosts, headlined by Marissa Roberto (@MarissaRoberto) and Brody 'Liefx' Moore (@liefx), who will not only bring their gaming expertise and enthusiasm to viewers, but also delve into the overall lifestyle of a gamer. Other featured hosts making up the SQUAD include Ajay Fry, Lisa Doan and Camille Salazar-Hadaway. Each episode promises special guests, exclusive interviews, game highlights and commentary.

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

### **Connect with Super Channel:**

[www.superchannel.ca](http://www.superchannel.ca)

[Super Channel on Facebook](#)

[Super Channel on Twitter](#)

[Ginx Esports TV Canada on Twitter](#)

### **About Northern Arena:**

Northern Arena has become the leader of esports throughout Canada and is focused on creating platforms for on-site events and online leagues. By working closely with various game developers, Northern Arena is aiming to bring these events and leagues to players and audiences seamlessly and professionally with world-class production quality and innovative content distribution methods.

Northern Arena is also a premier esports and video game content producer in Canada. Northern Arena has great experience in creating content for broadcast television, as well as



Entertainment Network



the ever-growing web and mobile platforms. Northern Arena is setting the standard for esports content in Canada by producing content that tells compelling esports stories with high production value, curated for an ever-growing and thirsty audience. For more information, please visit [northernarena.ca](http://northernarena.ca).

**Connect with Northern Arena:**

[www.northernarena.ca](http://www.northernarena.ca)

<https://twitter.com/northernarena?lang=en>

<https://www.facebook.com/NorthernArenaEsports/>

<https://www.instagram.com/northern.arena/?hl=en>

**Contact:**

Kim Ball

Director, Media Relations & Sponsorship

[kim.ball@superchannel.ca](mailto:kim.ball@superchannel.ca)