



Entertainment Network



**GAMERS, START YOUR ENGINES!**

## **GINX ESPORTS TV CANADA TO STREAM TELUS ESPORTS SERIES FINALS LIVE ON JULY 31 & AUG 1**

**July 13, 2021 (EDMONTON, AB)** -- Super Channel's **GINX Esports TV Canada**, Canada's only 24-hour esports channel, will be the proud home to the inaugural edition of the **TELUS Esports Series** tournament finals. Gaming fans across Canada can cheer on finalists as they compete in Rocket League, the high-powered hybrid of arcade style soccer and vehicular mayhem, as they battle for the chance to be crowned Canadian champion and awarded prizes valued at more than \$50,000. The finals will broadcast live **July 31 and August 1, 2021** beginning at **12 p.m. ET** each day, on **GINX Esports TV Canada**, which is currently offered in free preview in Alberta and B.C. with TELUS Optik TV until August 18. Super Channel is also available via most cable providers across the country as well as available to stream on Amazon Prime Video channels and the Apple TV app.

"We know our GINX audience demands the highest quality gaming events and with this TELUS partnership, that's what we aim to deliver," said **Dan Rudolph, Director of Programming and Strategy** for GINX Esports TV Canada. "This is yet another step in our ongoing commitment to elevate our event experiences and bring the most elite gaming programming to our subscribers."

Powered by premiere esports and video game content producer Northern Arena and hosted by fan favourite casters Brody "Liefx" Moore and Jennifer "LemonKiwi" Pichette, the TELUS Esports Series tournament has been underway since June 12. Prizes will be awarded to the top

ten teams in the casual division and competitive division including gift cards, wellness and training sessions as well as the ultimate gaming setup.

**Carl Edwin-Michel, Founder and CEO**, Northern Arena said: “We are thrilled to see so many enthusiastic and competitive teams register for this tournament. Registrations far surpassed our expectations with over 1500 individuals signed up to compete, showing that Canadian gamers are hungry for this kind of competition.”

GINX Esports TV Canada is the definitive source for Canadian esports enthusiasts as Canada’s only 24-hour esports channel featuring live tournaments, news and gaming lifestyle programming from around the world. The TELUS Esports Series finals round out a robust lineup of 24/7 programming that reaches gaming enthusiasts of all interests and skill levels.

Gamers can discover exciting additional content on GINX Esports TV Canada including:

**[Rocket League Central](#)** - Presented by fun, enthusiastic, knowledgeable Rocket League personalities, RL Central is a 30-minute long show that talks about everything Rocket League hosted by Brody “Liefx” Moore.

**[World of Fortnite](#)** – this 30-minute show is aimed at exploring all things Fortnite. Hop aboard the Battle Bus and join our fun, enthusiastic, knowledgeable Fortnite personalities in exploring the wonderful World of Fortnite!

**[The Jay & Rob Toy Show](#)** – Join Jay Bartlett and Rob McCallum for discussions on anything and everything possible from the world of toys. Expect action figure spotlights, toy room tours, insight from toy industry pros and, of course, friendly, sarcastic debate between two toy-loving friends! Season one includes discussion on The Rules of Collecting, Vehicles, Female Action Figures, Exclusive Action Figures, Action Figure Scale and much more!

**[Action Figure Adventure](#)** - Come along for the ride of a lifetime as super collector, Jay Bartlett goes on a quest for the coolest, rarest, and most talked about action figures and playsets ever created in hopes of putting together the ultimate action figure auction with all the proceeds going to support a local charity and critically ill children. Along the way, hear from industry insiders, icons, legends and a plethora of fans who discuss the evolution of action figures, debate the pros and cons of play features and playsets, reminisce about action figure memories, and of course, explore the future of it all.

## **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 GINX Esports TV Canada:

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

[GINX Esports TV Canada on Facebook](#) - @GINXCanada

[GINX Esports TV Canada on Twitter](#) - @GINXCanada

[GINX Esports TV Canada on Instagram](#) - @GINXCanada

### **About TELUS**

TELUS (TSX: T, NYSE: TU) is a dynamic, world-leading communications technology company with \$16 billion in annual revenue and 16 million customer connections spanning wireless, data, IP, voice, television, entertainment, video, and security. We leverage our global-leading technology and compassion to enable remarkable human outcomes. Our longstanding commitment to putting our customers first fuels every aspect of our business, making us a distinct leader in customer service excellence and loyalty. In 2020, TELUS was recognized as having the fastest wireless network in the world, reinforcing our commitment to provide Canadians with access to superior technology that connects us to the people, resources and information that make our lives better. TELUS Health is Canada's leader in digital health technology, improving access to health and wellness services and revolutionizing the flow of health information across the continuum of care. TELUS Agriculture provides innovative digital solutions throughout the agriculture value chain, supporting better food outcomes from improved agri-business data insights and processes. TELUS International (TSX and NYSE: TIXT) is a leading digital customer experience innovator that delivers next-generation AI and content management solutions for global brands across the technology and games, ecommerce and FinTech, communications and media, healthcare, travel and hospitality sectors. TELUS and TELUS International operate in 25+ countries around the world. Together, let's make the future friendly.

Driven by our passionate social purpose to connect all citizens for good, our deeply meaningful and enduring philosophy to give where we live has inspired TELUS, our team members and retirees to contribute more than \$820 million and 1.6 million days of service since 2000. This unprecedented generosity and unparalleled volunteerism have made TELUS the most giving company in the world.

For more information about TELUS, please visit [telus.com](http://telus.com), follow us [@TELUSNews](#) on Twitter and [@Darren\\_Entwistle](#) on Instagram.

## **About Northern Arena**

Northern Arena is one of the most prominent esports organizations in Canada. Northern Arena focuses on creating platforms for in-person events and online leagues. Working closely with various game developers and publishers, Northern Arena aims to seamlessly broadcast these events and leagues with world-class production quality and innovative content distribution methods.

Northern Arena is also one of Canada's leading producers of esports and video game content. With its extensive experience in creating content for television, as well as ever-growing web and mobile platforms, Northern Arena sets the standard for esports content in Canada by telling compelling, high production value esports stories curated for an ever-growing, content-hungry audience.

Connect with Northern Arena:

<https://northernarena.ca/>

<https://twitter.com/NorthernArena>

<https://www.twitch.tv/northernarena>

### **Media contacts:**

Kim Ball

Chief Communications Officer, Super Channel

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

Jennifer Rashwan

Senior Director, Touchwood PR

[jennifer@touchwoodpr.com](mailto:jennifer@touchwoodpr.com)