

Beat: Entertainment

## **MAKE WAY For NEW GAMERS In COLLABORATION With WOMEN IN GAMES**

### **PARTICIPATION OF TEAM VITALITY**

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**USPA NEWS** - There are Games that are, in fact, much more than Games.

- Because they thwart Received Ideas.
  - Because their Stakes are those of Society.
  - Because each point won pushes back Stereotypes.
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At ALDI, they make Commitments so that this New Generation of Players like the Others is no longer stigmatized. Because if Parity becomes Natural in Esport, Passion of the New Generations, it will also be so in Society.

By supporting the Creation of the "French Bees", the First Female Team "Vitality Team" and the "Women in Games" Movement, ALDI is addressing a New Generation of Gamers, one where Girls are concerned with Winning the Game in Progress and no longer with Winning Their Place.

ALDI is committed to promoting the Place of Women in Esports Because the World of Esport needs more Female Presence, ALDI has decided to support the Women In Games Association to change Mentalities. Working for Diversity in the Video Game Industry but also in that of French Esports, Women in Games supports Female Players every year with the Objective of Highlighting Female Talents on the Competitive Scene in France. Because there is no Lack of Players, but of Means.

- The Actions of the WiG Esport Incubator supported by ALDI

#### \*Preparing and Supporting Players

Technical Training with Renowned Coaches, Mental Preparation to perform at the Highest Level... The Objective? Shine on the Esports Scene!

#### \* Training Masterclasses

To understand the Underside of the Professional World: responding to Requests from Journalists, Speaking in Public or even Using Social Networks wisely... Prerequisites for Highlighting the Image of Female Players to the General Public.

#### \* Discovery of Major Esport Events

What could be better than going to the Biggest French and European Events to experience the Excitement of Competitions and meet Professional Teams? Women in Games allows these Women to be able to experience these Major Events from the Inside.

- Team Vitality and Its Partner ALDI support the Development of Women's Esport

\* Thanks to the Commitment of its Partner ALDI, will put its Expertise and Strengths at the Service of the "French Bees" Team to enable them to reach the Highest Competitive Level on the French Women's League of "Legends Game" Scene The Academic Team will benefit from Access to Premium Resources throughout the Year, in particular the Same Infrastructures as the Other Team Vitality Teams: access to V.Hive and VPerformance (Stade De France). The Team will be integrated into a Professional Environment and will be offered Tailor-Made Management (Performance, Communication, Fans...)

\* ALDI, a Major Partner of the Project, is a Central Support for the Visibility and Performance of this New Team. Thus, the Players will have the Same Promotion Conditions as the Other Teams of Team Vitality : Communication on the Club's Networks, Innovative Content, Video Ad... The "French Bees" Team will proudly wear the New "Hummel" Jersey in the Colors of Team Vitality which includes an ALDI Highlight.

- A Team which will Complete in the Major Competitions of 2023

\* The "French Bees" will do everything possible to be selected and compete in Several Key French Competitions in 2023, starting with Stage 3 of the "MasterCard Nexus Tour" (formerly Open Tour France). They will also have the Ambition to Participate in the "Riot Star Cup", a Women's League which will begin Next October. Finally, the Team will also participate in French LANs (Physical Tournaments) throughout the Year.

\* Line-Up

The Team will be coached by Shac Nicholson and will benefit from the Expertise of the Team Vitality Staff:

Coline "Chubby Daddy" Reiter, France, 24 Years Old - Top Laner

Alina « Aly » Müller, Germany, 21 Years Old - Jungler

Luna « Lilith » Benzerara-Arnoux, France, 25 Years Old - Midlaner

Emeline "Kasane" Baudouin, France, 24 Years Old - Support

Velouria "Viki" Baty, France, 25 Years Old - ADC & Captain

Speakers in order:

- Anne-Marie GAULTIER, Marketing Director & Communication ALDI France
- Pauline PUYBAREAU, Project Manager of Women In Games
- Servane FISCHER, Responsable of WIGesport Department at Women In Games
- VIKI, Captain of French Bees - Season 3 WIG Incubator Player
- Fabien "Neo" DEVIDE, Founder et President of Vitality Team
- Nicolas MAURER, CEO Vitality Team
- "Hestrée" Elise HENNEQUIN
- "Serena" Serena RIBEN
- Visio of Laure VALÉE, Journalist Esport, TV Anchor

Source: Launch of Program "Make Way For New Gamers"

V. Team Vitality (102 Boulevard de Sébastopol in Paris)

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