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Gfinity Esports Australia and HOYTS announce a multi million dollar partnership to invest in Esports Arenas across Australia

Gfinity Esports Australia and HOYTS today announced a major partnership, with long term plans to create a chain of esports arenas across Australia, all within current HOYTS cinema locations.

HOYTS Entertainment Quarter in Sydney's Moore Park will host the first arena, launching in April this year. The dedicated esports arena will boast state of the art gaming equipment alongside a full broadcast and production suite, all designed to attract the growing number of professional events that will be coming to Australia. This will also be the standout destination for esports fans to enjoy top class action all year round.

Dominic Remond, incoming CEO Gfinity Esports Australia, said "We are delighted to announce our arena partnership with HOYTS, one of the world's leading entertainment companies. The Esport Arenas will be a game changer for esports in Australia and will allow fans and players to enjoy the best gaming action within a high quality location. We are excited that our inaugural Gfinity Elite Series presented by Alienware, will be the first event to be staged at the new Arena, in front of a live audience, each weekend for seven weeks.

"We're also fortunate to be able to leverage HOYTS' national venue reach with the potential for esports fans to watch our tournaments on the big screen, in additional HOYTS cinema locations across the country. This will enable our fans and audiences to join in the excitement as we continue to position Gfinity Esports Australia as the leading esports tournament and broadcast provider in the country." Remond said.

Damian Keogh, CEO of the HOYTS Group, said, "HOYTS Entertainment Quarter in Sydney's Moore Park was a natural fit for the first dedicated Esports Arena, given its history as a sporting precinct. With proximity to the Sydney Cricket Ground and Sydney Football Stadium, we feel this is the perfect setting to offer esports fans the impact of a cinema styled viewing experience that will be unlike anything else in Australia.

"Our partnership with Gfinity Esports Australia will assist HOYTS to continue in our mission to innovate, create and challenge the normal cinema going experience. It's all part of our Experience More brand promise," said Keogh.

The Esports Arena will be unveiled for the commencement of the Australian Gfinity Elite Series presented by Alienware in early Q2 2018.

For more information about Gfinity Esports Australia or to register for the Challenger Series presented by Dell Gaming, visit <https://challenger.gfinityEsports.com.au>.

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Twitch: <https://www.twitch.tv/gfinityau>

About Gfinity Esports Australia:

Gfinity Esports Australia, was established by HT&E Events and Gfinity Plc, in August 2017, to launch Australia's first city-based franchise league, **the Elite Series presented by Alienware**.

Gfinity Esports Australia will deliver Australian gamers and fans, a clear and structured competitive framework within Australian esports. **The Elite Series presented by Alienware** will see city-based franchise teams compete weekly in front of a live audience at a dedicated esports arena within the Hoyts Cinema Complex at Sydney's Entertainment Quarter. Competing across iconic game titles: Counter Strike Global Offensive, Street Fighter V and Rocket League, for a share in the some of the largest prize pools in Australian Esports history. Each event will be broadcast live across multiple platforms.

As well as the Elite Series, an online competition, **the Challenger Series presented by Dell Gaming**, will launch in January 2018. Open to all gamers, the Challenger Series presented by Dell Gaming will be the battleground for amateur players to compete against each other, to win the chance, via a player draft, to play alongside the pros in the Elite Series presented by Alienware. The Challenger Series presented by Dell Gaming represents the grassroots pathway seen in traditional sports, but not yet seen in Australian esports.

For more information, [visit the Gfinity Australia website](#).

About HOYTS:

Since opening the doors of their first cinema in 1909, HOYTS has gone on to become one the world's leading entertainment companies – with over 430 screens, and 65,000 seats, across the network. Today, they're the largest single-brand movie exhibitor in Australia and New Zealand.

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