

Hibs represented in the inaugural 'Sportego Celtic eSports League'



Hibs will be represented in the inaugural 'Sportego Celtic eSports League', which officially launched today.

Eight teams from England, Scotland, Wales, Ireland and Northern Ireland will compete in the league to win the Sportego Community Cup, with Hibs represented by Graham McIntyre.

eSports is concerned with 'electronic sports'. It consists of competitive gameplay between players usually via a video game.

The Celtic eSports league matches the top gamers from the UK and Ireland with professional football clubs in a Community Cup which will last for one week starting December 12, with a full league competition starting in January 2017.

Greig Mailer, Head of Marketing & Commercial Operations said, "This is an exciting new venture for Hibernian FC. It's our first step into the world of eSports, which is a market with a lot of potential.

"For many of our fans this will be a novel idea, to have someone represent the club in the world of video games but for us it will open up a new way to promote the club.

"There will be sponsor opportunities and we can also engage with a new, younger audience who might not attend games or watch on TV.

"We wish Graham McIntyre, our gamer, good luck for the inaugural event and look forward to seeing him compete online

in the Hibernian colours.”

Geoff Wilson from the Celtic eSports League said: “We are delighted to have Hibernian FC onboard for the inaugural competition as one of two Scottish based clubs.

“eSports is growing at a phenomenal rate world-wide and the clubs’ involvement demonstrates their proactive and innovative approach to growing the brand of their clubs online. The Sportego Celtic eSports League is an exciting new concept and we hope to attract new fans for not only the league but all the clubs involved.”

Fans can follow all the matches at <https://www.twitch.tv/sportego> and keep up-to-date will all the latest development @Celtic_ESports