World Esports Day to bring the global gaming community together and celebrate all things esports

September 15th, London: The very first annual World Esports Day will be held on Saturday October 24th 2020.

The global campaign aims to unite the esports community and celebrate all things competitive gaming, from the tournaments to streams, games and players themselves, and everything in-between.

It's essentially a global celebration of esports, focusing primarily on increasing awareness of the positives of esports, from teamwork to improving reaction times, cognitive benefits, having fun and the social aspects such as playing together and making friends.

World Esports Day is a joint initiative set up by the British Esports Association, the not-for-profit organisation set up to promote and support grassroots esports, along with streaming platform Twitch, the Singapore Esports Association (SGEA) - the national governing body for esports in Singapore - and is supported by the Global Esports Federation.

Gamers, teams, associations, companies and anyone interested in esports are encouraged to get involved with World Esports Day 2020, use the hashtag #worldesportsday and do their own positive initiatives as part of it, whether it's a stream or announcement or one-off activity. [You can get involved with World Esports Day here.](#)

World Esports Day will take place each year on the second from last Saturday each October.

Chester King, British Esports Association CEO and Founder, commented: "Esports is such a fantastic activity with a huge global fanbase, but there are still some outdated or negative views towards gaming and there is work we can do to counter them.

"World Esports Day aims to showcase the positives of competitive gaming and how esports is for everyone. It's social, promotes teamwork, leadership skills and has many other benefits.

"We're encouraging everyone to get involved. For the community to come together in one big initiative, whether it's fun streams, playing together, talking about the benefits of esports and to help celebrate competitive gaming for one special day - every year. We hope you will join us and look forward to seeing what you'll do to take part."

Mark "Garvey" Candella, Director of Student and Educations Programs at Twitch, said: "World Esports Day is a celebration of community and opportunity. It's a chance to highlight new, emerging, valuable and transferable digital media skills inherent in the gaming and esports industry, which often goes unnoticed."

Chong Geng Ng, President, Singapore Esports Association, said: "With esports becoming even more popular than ever, the World Esports Day is a great platform to foster community bonding through online gaming, particularly during this period, leading to community growth through a safe, fun, and engaging social medium. We are excited to be part of the annual event, to encourage youth to bond online by playing video games that they love."

Chris Chan, President of the Global Esports Federation, added: "The Global Esports Federation is proud to support the World Esports Day. Esports provides a platform for connected competition and community, and has the capacity to bring people together from all over the world. As we see every day, in addition to being great fun, esports also enhances powerful life skills."

How to get involved

Why not organise a match against friends, host a podcast talking about esports or arrange a mini-tournament? The sky's the limit.

To get involved:

1. [Click here](#)
2. Contact us on socials or [via email](#) with your event details
3. Please also include your PNG logo (if you have one)
4. Use the hashtag [#worldesportsday](#) and feel free to mention us on Twitter [@worldesportday](#) or Instagram [@worldesportsday](#)
5. Add [these logos](#) to your stream, website or social page to show your support
6. Complete your activity!

For more information, visit [worldesportsday.com](#)

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About World Esports Day

World Esports Day is a global celebration of competitive gaming.

It aims to increase the awareness of esports, focus on its positives, benefits and how playing is for everyone.

It will take place on October 24th 2020 and every year thereafter, on the second last Saturday in October.

It will involve multiple esports activities, tournaments and more, from a variety of organisations, companies, teams, streamers, schools and more. The social hashtag is #worldesportsday

www.worldesportsday.com

About the British Esports Association

The British Esports Association is a not-for-profit organisation established in 2016 to support and promote esports in the UK.

As a national body, its aims are to foster future British talent, increase the awareness of esports and provide expertise and advice. It's focused on the grassroots level of esports and is not a governing body.

The Association helps educate the masses – including parents, teachers, media and government – around what esports is and what its benefits are. Its three goals are to Promote, Improve and Inspire.

www.britishesports.org

About Twitch Student

The Twitch Student Program offers students the means to grow an even larger audience, represent their university on Twitch, and gain skills and experience valuable to a future in gaming.

When a school joins the Twitch Student Program, Twitch helps educate and empower students while offering awesome perks like official Twitch team pages, swag and event support, and even an official Twitch Partnered channel.

www.twitch.tv/p/en-gb/students/

About the Singapore Esports Association

The Singapore Esports Association (SGEA) is a member of the Singapore National Olympic Council (SNOC) and the national governing body for esports in Singapore. Founded in 2018, SGEA promotes and facilitates the participation of Singapore in regional and international events and competitions in the area of esports excellence, and to develop and promote esports. SGEA is a member of the Global Esports Federation (GEF).

https://esports.org.sg/

Supported by:

The Global Esports Federation

The Global Esports Federation promotes the credibility, legitimacy and prestige of esports. It convenes athletes, players and the world's publishers, developers, industry partners and sporting organisations on one inclusive platform. It

encourages and supports competition along with developing community and connection among esports, virtual and traditional sport. **#worldconnected**

www.globalesports.org

Contact

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