**ESL One New York inks Fuse in an exclusive music sponsorship, announces powerhouse duo Krewella to headline October 1-2 tournament**

*The final day of the East Coast’s most anticipated esports event now to include a live Krewella performance alongside the Counter-Strike: Global Offensive and Street Fighter V finals*

LOS ANGELES, September 20, 2016 – ESL ([www.eslgaming.com](http://www.eslgaming.com)), the world’s largest esports company and a part of the international digital entertainment group MTG, today announced that it has signed a new partnership deal, making Fuse ([www.fuse.tv](http://www.fuse.tv)), a national television network for the fast-growing Latino and multicultural audiences, the exclusive music sponsor for ESL One New York 2016. The event takes place on October 1-2 and will feature the world’s top eight Counter-Strike: Global Offensive teams in a US$250,000 tournament, and local and international Street Fighter V players in a US$75,000 event.

The event in Brooklyn’s Barclays Center, one of the biggest Counter-Strike: Global Offensive tournaments and the most anticipated esports event on the East Coast, will now also feature a special Krewella performance. The EDM sisters and Billboard charters, Jahan Yousaf and Yasmine Yousaf, will take the main stage on Sunday. The pair is known for their electrifying performances and mastery of various dance music subgenres that include dubstep, hardstyle, progressive house and more.

“*The gaming culture resonates deeply with Fuse’s core millennial audience. Partnering with ESL One is the perfect entry point for us, as they are the premiere CS: GO tournament in America*,” said David Weier SVP, Music Programming, Talent Relations & Live Events.

“*Coming to an ESL event is coming to see more than just a fantastic esports competition. We’ve always been committed to making the fan experience onsite a memorable one, and by adding various festival elements and multiple player-fan interaction points, we’re catering to those who want more than just to watch the games. Adding a live music performance to ESL One New York this year is another milestone on ESL’s road to deliver legendary esports moments*,” said Steven Roberts, Executive Chairman at ESL.

The inclusion of a live Krewella performance at ESL One New York is ESL’s second event with music integration. This partnership follows a successful introduction of music elements to ESL’s premium event earlier this year, when Leet Mob debuted “*My Story*” at the Intel® Extreme Masters World Championship in Katowice, Poland, making it the official theme song for the world’s biggest esports event to date. A Fuse – ESL partnership further enhances ESL’s commitment to improving the fan experience at its premium esports events around the world by adding exciting new elements to its core offering.

For more information about ESL One New York, please visit: <http://en.esl-one.com/csgo/newyork-2016/>

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**About ESL**ESL, a part of the international digital entertainment group MTG, is the world's largest esports company, leading the industry across the most popular video games with numerous online and offline competitions. It operates high profile, branded international and national leagues and tournaments such as the Intel® Extreme Masters, ESL One, ESL National Championships and other top tier stadium-size events, as well as grassroots amateur cups, leagues and matchmaking systems. ESL covers a broad field of services in gaming technology, event management, advertising and television production, fully catering to the needs of the esports ecosystem. With offices in North America, Germany, Russia, France, Poland, Spain, China, and partners in many other countries, it has a truly global footprint

**About Fuse Media**Fuse Media is an independently owned multiplatform media company reflecting the wide-ranging tastes and attitudes of the fast-growing, Latino and multicultural 18-34 audience. The company reaches consumers directly via two cable networks, Fuse and FM, and video-on-demand (VOD), online, mobile, social media and live events. Fuse network is currently available in approximately 70 million households and FM reaches over 43 million households.

Click [here](http://fusepress.tv/login/) for photos and additional assets.

Click [here](https://drive.google.com/drive/u/1/folders/0B9bK5NCf-JK8OUdTYW9qZVhJcDA?usp=drive_web) for the ESL One New York Press Kit.