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ESPORTS GLOBAL GROUP MISFITS GAMING TEAMS UP WITH GIFT OF LIFE MARROW REGISTRY TO SAVE LIVES

Gift of Life to become first-ever nonprofit partner of Misfits Gaming

BOCA RATON, FL, AUGUST 7 – Misfits Gaming, a global organization that owns esports teams in North America and Europe, has formed a partnership with Gift of Life Marrow Registry to fight blood cancer, the two announced today. Gift of Life registers volunteer bone marrow and stem cell donors to help cure leukemia, lymphoma, sickle cell, and nearly 100 other diseases through transplantation.

Misfits Gaming, which owns Miami-based Overwatch League team the Florida Mayhem, will work with Gift of Life to educate the public and recruit new marrow and stem cell donors at tournaments and gaming events. The partnership will kick off at a first-of-its-kind appearance to be held at the Blizzard Arena in Burbank, Calif., on August 8. Players, coaches and fans will show their support for Gift of Life by learning more about the mission to save lives and joining the marrow registry.

Because young donors 18 to 35 years old provide the best outcome for transplant recipients, Gift of Life's recruiting through its Campus Ambassador Program focuses on this age group, which naturally overlaps with the esports audience demographics worldwide. Transplant physicians request this age demographic in donors 85 percent of the time.

Esports is a global entertainment powerhouse, expected to top \$1 billion in revenue and 453.8 million viewers worldwide in 2019. Esports tournaments are held both online and in gaming centers and stadia around the world. College campuses across the United States are adding esports complexes to host tournaments and events, and most campuses have gaming clubs.

"We are thrilled to team up with Misfits Gaming and the Florida Mayhem, who are ideal partners in the battle against blood cancer and other diseases," said Gift of Life CEO and Founder **Jay Feinberg**. "This is an incredible opportunity to save more lives than ever before!"

Through the partnership, Misfits Gaming and the Florida Mayhem will help recruit new registry members during live events, and through their streaming platforms along with social media. Through the likes of Twitch and Caffeine, viewers will be urged to order a cheek swab kit and complete a short health questionnaire to potentially save someone's life.

Florida Mayhem will also join in swab drives that Gift of Life Campus Ambassadors lead at colleges and universities across Florida, and provide prizes including t-shirts and logo pins to share with those who swab and join the registry.

Since 2014, 540 Campus Ambassadors have volunteered more than 20,200 hours to add 42,350 people to

the registry, producing 85 life-saving matches. This coming school year, 230 Campus Ambassadors at 103 colleges and universities across the country will host drives and events.

“Gift of Life is a fantastic organization that has saved and improved the quality of lives for almost 30 years, and all of us in Misfits Gaming and the Florida Mayhem are proud to be partnering with them,” said Florida Mayhem President **John Kracum**. “What I love most about this campaign is that not only does it let us and our community rally around a worthy cause, but it empowers our fans by letting them help others and save lives.”

For more details about Gift of Life, please contact **Joe Berkofsky**, at joe@puderpr.com

About Gift of Life Marrow Registry

Gift of Life Marrow Registry is a 501(c)(3) nonprofit organization headquartered in Boca Raton, Fla. The organization, established in 1991, is dedicated to saving lives and facilitating bone marrow and blood stem cell transplants for patients with leukemia, lymphoma, and other blood-related diseases. To learn more about Gift of Life Marrow Registry, visit www.giftoflife.org.

About Misfits Gaming

Misfits Gaming is a professional esports organization with teams in the most popular esports leagues including Riot Games’ League of Legends European Championship, Epic Games’ Fortnite, and the NBA’s 2K League through their affiliation with the NBA’s Miami Heat. The organization, through its brand Florida Mayhem, has a team franchise in Blizzard’s Overwatch League. To learn more about Misfits Gaming, visit <https://misfitsgaming.gg/>

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