

Atlanta Musicians and Creatives Join Esports Event InvitationATL TOMORROW to Highlight 2020 Voter Registration and Participation

The free-to-view InvitationATL digital event and \$10,000 Fortnite tournament on Twitch.TV includes a diverse set of artists performing music and speaking on the importance of voting



(From left to right, top to bottom: LAIKA, Missing Peace, Sonic Rebel, King of Sneakers, SKooly, Leah Culver, Favor, and Sage Hammond)

ATLANTA – July 20, 2020 – Skillshot Media, Gamers.Vote and esports organization Ghost Gaming today announced the talent list for InvitationATL—a digital festival on Tuesday, July 21 filled with musical performances, videogame live-streaming and a \$10,000 online invitational *Fortnite* tournament to raise awareness of voter registration and participation across the 133M adult gamers in the US.

“Our mission in July is to get as many gamers registered as new voters as possible” said Gamers.Vote CEO, Christie St. Martin, “With InvitationATL, Skillshot Media and the Atlanta community have embraced this mission with an incredible tentpole event featuring performers from both music and esports.”

Event participation includes Atlanta-based musicians across diverse genres including John Hopkins from the Zac Brown Band, Bill Kelliher from Mastodon, Waka Flocka, Skooly, Isaac Hayes III, Leah Culver, and more, including a world debut performance from new artist Sonic Rebel.

Programming includes casual video games played by special guests including actor Jesse Usher, and a virtual reality DJ set by KRYOMAN - Spirit Link powered by TribeXR.

The event culminates with a 49 team \$10,000 *Fortnite* tournament showcasing invited competitive players from esports teams FaZe Clan, NRG, Ghost Gaming, and XSET, along with top streamers and

invited players from organizations including Atlanta Reign, GamersDoingThings, KontrolFreek, the National Association of Collegiate Esports and many others.

The full talent list and event schedule is available at www.iATL.gg.

The live-stream event will kick off on **Tuesday, July 21 at 3pm ET** at www.twitch.tv/skillshot.

Twitch.TV is supporting this activation with a custom platform extension that directs participants and viewers to online voter registration. New Georgia Project is the local civic engagement partner.

InvitationATL will be produced by Skillshot, presented by Gamers.Vote and Ghost Gaming, with additional supporting partners including Twitch, HyperX, New Georgia Project, Respawn, Greenberg Traurig, Axis Replay, United In Gaming, KontrolFreek, Skullz, Skinz.gg, Reely, Subnation, SUBSUME, Nexus, Atlanta Reign, GamersDoingThings, Placement Music, Radar Live, TribeXR, Atlanta Esports Alliance, MomoCon, and the Georgia Game Developers Association

About GAMERS.VOTE

Gamers.Vote is a broad coalition of the best gamers, game companies, platforms, and streamers in the world. We ARE gamers and we know the power of focusing the gaming community on voter registration and voting. More information and free streaming, partner, and social kits can be found on our website. Join the movement: www.gamers.vote.

About GHOST GAMING

Ghost Gaming is an Atlanta-based organization focused on cultivating and facilitating the best talent in gaming, design and content creation by providing a platform to create unique partnerships in sports, music, entertainment, fashion and tech. We have built a social media community with millions of fans and followers, becoming one of the most popular names in gaming, www.ghostgaming.com.

About SKILLSHOT MEDIA

Skillshot connects leading brands to engaged esports fans while delivering positive social impact. We provide a turnkey esports solution for leading competitive titles, including online and offline tournament organization, industry-leading esports production, active community management and authentic brand integration and consulting for partners. Skillshot has more than five years of esports experience in hosting thousands of global competitors, paying out millions in tournament prizeing and serving more than one billion esports views to date. www.skillshot.com

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