



FOR IMMEDIATE RELEASE

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Kansas City Esports Coalition to Host Inaugural Esports Streaming Event to Benefit the Kansas City Regional COVID-19 Response and Recovery Fund



Thursday, May 14 | 7PM CST

Streaming Live @ [twitch.tv/esportkcorg](https://www.twitch.tv/esportkcorg)

KANSAS CITY, MO (May 7, 2020) – The Kansas City Esports Coalition (KCEC) will host its inaugural esports streaming event, ***Gaming for Good***, on Thursday, May 14 at 7pm CST in support of the [Kansas City Regional COVID-19 Response and Recovery Fund](#). The fund was created in March 2020 to address the needs of the Kansas City region's most vulnerable communities affected by the COVID-19 pandemic. The Fund was established by the [Greater Kansas City Community Foundation](#), [United Way of Greater Kansas City](#), [LISC Greater Kansas City \(Local Initiatives Support Corporation\)](#), and the [Mid-America Regional Council \(MARC\)](#).

Gaming for Good will be streamed on [Twitch](#) (the world's leading live streaming platform for gamers) and viewers will be able to watch each participants gameplay. Local esports shoutcasters JT Displays ([@JT_inKC / twitch.tv/jt_inkc](#)) and Yede ([twitch.tv/yede](https://www.twitch.tv/yede)) will commentate and emcee the event.

Viewers and participants are encouraged to donate to the Kansas City Regional COVID-19 Response and Recovery Fund by **texting "KCReliefGG" to 414-44** or by **clicking here**. The Fund provides grants to nonprofit organizations that have experience supporting impacted communities – particularly those that are disproportionately affected by this global pandemic and its economic consequences.

The run of show is as follows and will feature guest appearances and interviews from select members of the esports community and beyond including (but not limited to) [Kathy Nelson](#) (President & CEO of the Kansas City Sports Commission), [Blake McFarland](#) (Sr. Manager Match Presentation & Esports, Sporting Kansas City), [Michael Brooks](#) (Founder/Executive Director of the National Association of Collegiate Esports), [Ashley Jones](#) (Esports Coach, Park University), [Nick Engstrom](#) (COO, KCGameOn) and [AbdulRasheed Yahaya](#) (Chief Business Development Officer, Midwest Esports & Founder, Local Legends Gaming). Representatives from the organizations that established the Kansas City Regional COVID-19 Response and Recovery Fund will also be on hand to discuss their efforts.

Run of Show:

7 – 8PM: [FIFA 20](#)

- Featuring Alekzandur ([@Alekzandur](#)), Sporting KC’s professional FIFA player

8 – 9PM: [Rocket League](#)

- Featuring [Park University Esports Team](#)

9 – 10PM: [Super Smash Bros.](#)

- Featuring select players from the KC Smash community

The event also features a [charitable auction](#) that is currently live and open for bidding. The **auction will close on Thursday, May 21 at 11:00PM CST.**

Supporters may bid on numerous exciting items including a [Patrick Mahomes hand-signed and framed Chiefs jersey](#), a [Bo Jackson hand-signed “Nintendo’s Tecmo Bowl” photograph](#), a [Hulk Hogan hand-signed “WWF Wrestlemania” Nintendo cartridge collage](#), a [Nancy Cartwright Hand-Signed “The Simpsons” Photograph](#) and many, many more unique pieces of memorabilia. Proceeds will be donated to the Kansas City Regional COVID-19 Response and Recovery Fund.

Follow and connect with the Kansas City Esports Coalition on Social Media.



About the Kansas City Esports Coalition

The mission of the [KCEC](#) is to use gaming for good by developing, advocating, and enriching the esports culture in the Greater Kansas City Area and beyond. The vision is to utilize the power of esports to drive awareness, engagement & economic value for the community.

About The Kansas City Sports Commission and Foundation

The mission of the [Kansas City Sports Commission & Foundation](#) is to drive Kansas City’s overall sports strategy, to enrich the quality of life, create economic impact and raise visibility for our region. As a privately-funded nonprofit, we are entirely dependent on your support. For the latest on Kansas City Sports Commission news, follow on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). Also follow the Kansas City Marathon presented by Garmin on [Twitter](#), [Facebook](#) and [Instagram](#).

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