



MEDIA RELEASE

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Dare Iced Coffee joins as Series Major Partner of the 2018 Gfinity Elite Series Australia

Gfinity Esports Australia is excited to announce that **Dare Iced Coffee** has partnered with the **2018 Gfinity Elite Series Australia**, as **Series Major Partner**. The new esports tournament launches tomorrow, 2 June.

Gfinity Esports Australia's entry into the Australian esports scene as a new level of quality entertainment and professional gameplay aligns with Dare Iced Coffee's proposition to be the drink that enables players and fans to "Drink it Through", with a real coffee kick to help players and fans be on top of their game.

Dare Iced Coffee will be supplying Australia's favourite iced coffee to players across the Rocket League, CS:GO and Streetfighter V matches within both seasons of the Gfinity Elite Series Australia in 2018.

The Dare Iced Coffee "Drink it Through" campaign will be integrated across the 42 live broadcast events in the Series.

Dominic Remond, CEO of Gfinity Esports Australia, said of the announcement: "We are extremely pleased to have Dare Iced Coffee join the inaugural Gfinity Elite Series Australia, as Series Major Partner across all three of our game titles in 2018. We are excited by the content integration and promotion opportunities that we can deliver to the vast online audience. This is great news, following on from our sponsorship announcements earlier in the year, including Dell as Presenting Partner for the Series.

"The Gfinity Elite Series Australia will broaden the audience of esports fans in Australia, as well as creating new heights for esports entertainment, and I'm delighted that Dare Iced Coffee has identified this partnership as the best way to promote their market-leading brand with the highly sought-after esports audience."

Darryn Wallace, Director of Marketing & Innovation at Lion Dairy & Drinks, agreed.

"We are really excited about this opportunity and see it as a way to reach a highly relevant and engaged audience in a way that is entirely aligned to the brand proposition," he said.

"We think that "Drinking it through" with the real coffee kick of Dare Iced Coffee will help players be on top of their game."

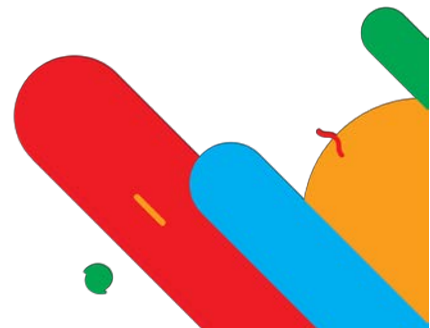
The Gfinity Elite Series Australia presented by Alienware kicks off this weekend, with the competition running for seven weeks. Watch all games across the weekend, live online via twitch.tv/gfinityau. Rocket League matches will also broadcast live on Network Ten's ONE each Sunday at 10am AEST.

ENDS

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About Gfinity Esports Australia:

Gfinity Esports Australia, was established by HT&E Events and Gfinity Plc, in August 2017, to launch Australia's first city-based franchise league, **the Elite Series presented by Alienware**.

Gfinity Esports Australia will deliver Australian gamers and fans, a clear and structured competitive framework within Australian esports. **The Elite Series presented by Alienware** will see city-based franchise teams compete weekly in front of a live audience at a dedicated esports arena within the Hoyts Cinema Complex at Sydney's Entertainment Quarter. Competing across iconic game titles: Counter Strike Global Offensive, Street Fighter V and Rocket League, for a share in the some of the largest prize pools in Australian Esports history. Each event will be broadcast live across multiple platforms.

As well as the Elite Series, an online competition, **the Challenger Series presented by Dell Gaming**, will launch in January 2018. Open to all gamers, the Challenger Series presented by Dell Gaming will be the battleground for amateur players to compete against each other, to win the chance, via a player draft, to play alongside the pros in the Elite Series presented by Alienware. The Challenger Series presented by Dell Gaming represents the grassroots pathway seen in traditional sports, but not yet seen in Australian esports.

For more information, [visit the Gfinity Australia website](#).

About Dare Iced Coffee:

Nationally, Dare Iced Coffee is the #1 Iced Coffee brand¹, selling 127 units every minute². Dare Iced Coffee Double Espresso was also named the Champion Flavoured Dairy Drink at the prestigious 2018 Australian Grand Dairy Awards! Dare Iced Coffee has a number of flavours including Espresso, Double Espresso, Mocha and Raw. Dare Iced Coffee has also recently entered into the Cold Brew segment with the launch of Dare Cold Pressed. This fancier fix made with 100% Arabica beans and all natural ingredients is available in both Latte and Strong Latte variants.

Did you know? Dare holds 36% share of the convenience milk beverage market and a 23% share of the grocery milk beverage market in Australia.¹

¹ IRI scan data, Total Dare Value, Grocery & Convenience Australia, MAT to 08/04/18

² IRI scan data, Total Dare Units, Grocery & Convenience Australia, MAT to 08/04/18