Call of Duty® World League (CWL) Adds New Sponsors for 2019 Season

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MTN DEW AMP, ASUS Join for Upcoming Season

SANTA MONICA, Calif.--(BUSINESS WIRE)--Dec. 6, 2018-- As the 2019 season of the Call of Duty® World League, Presented by PlayStation®4, kicks off this Friday, today Activision Blizzard Esports Leagues revealed the lineup of new and returning sponsors. The CWL welcomes back presenting sponsor PlayStation®4 alongside returning sponsors ASTRO and SCUF Gaming. Additionally, the CWL proudly welcomes MTN DEW AMP and ASUS as new promotional sponsors.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20181206005918/en/

“Strong sponsors not only amplify the exceptional experience for players, spectators and fans across Call of Duty World League community, but also help us welcome new fans from around the world,” said Brandon Snow, Senior Vice President, Chief Revenue Officer of Activision Blizzard Esports Leagues. “New sponsors MTN DEW AMP and ASUS alongside returning sponsors PlayStation 4, ASTRO, and SCUF Gaming all share our vision of continued growth in esports. We look forward to working with our entire roster of sponsors starting this week at CWL Las Vegas and beyond to deliver the most exciting CWL season yet.”

“MTN DEW AMP GAME FUEL is thrilled to join this year’s Call of Duty World League season,” said Erin Chin, senior director, marketing, Mountain Dew. “We’re kicking off the sponsorship at the Las Vegas competition and giving attendees an exclusive first taste of the beverage ahead of its 2019 launch. MTN DEW AMP GAME FUEL, the first drink made by gamers, for gamers, will excite gamers looking to take their gaming experience to the next level.”

“ASUS Republic of Gamers is proud to be providing the VG245H console gaming monitor for the CWL 2019 season, helping to deliver the best in class console gaming experience on the world’s largest stage. Both professional and amateur console gamers have recognized the importance of using a monitor with minimal input lag, low response times and a higher refresh rate as key to raising the bar for competitive gaming. We look forward to the most competitive CWL season yet,” said Vivian Lien, Head of Global Marketing for Gaming at Republic of Gamers, and Chief Marketing Officer at ASUS North America.

“ASTRO Gaming is back, sponsoring with the CWL for the 2018-19 season,” said Aron Drayer, VP of Marketing for ASTRO. “We’ll have our booth onsite at every LAN event to interact with the passionate CWL fans and athletes. We’re continuing to reward the top performing player at each LAN event with our custom designed MVP trophy. We’re powering Listen-Ins during every broadcast, and of course we’re bringing back the popular Trading Shots weekly video segments. We’re huge fans of Black Ops 4 and look forward to another great year of CWL competition!”

“Call of Duty esports and professional gaming are deeply rooted into our core DNA. We first designed SCUF controllers 8 years ago to cater for the fast action and competitive demands of Call of Duty esports, so it’s very humbling to see how far Call of Duty esports has come and seeing esports develop as a true industry,” said Duncan Ironmonger, CEO & Founder of SCUF Gaming. “Without Call of Duty esports, we would not be where we are so I thank everyone who has been involved in its growth, success and another year with the Call of Duty World League.”

The 2019 season, featuring Activision’s *Call of Duty®: Black Ops 4* developed by Treyarch, begins with CWL Las Vegas, which begins broadcasts at 2:00 PM PT on Friday, December 7, across Twitch.com/CallofDuty, MLG.com as well as within the in-game viewer exclusively in the PlayStation®4 version of *Call of Duty: Black Ops 4*.

Follow the Call of Duty World League on Twitter and Instagram for the latest CWL updates. For live broadcasts and Video on Demand, visit MLG.com/CallofDuty.

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