

Rebecca Dixon of the*gameHERs Awarded Elevator Pitch Competition Winner

CHICAGO (For Immediate Release) – The Esports Trade Association (ESTA), the leading trade association for the esports industry, announced Rebecca Dixon of the*gameHERs as the honoree of its Elevator Pitch Competition Award presented at EsportsNext Conference on March 24, 2021.

The award winner, selected by its conference attendees, after pre-selected judges voted on the 5 finalists recognizes those organizations with an innovative idea, product, service, or social enterprise solution that could be the basis for a successful new start-up in the esports community.

Rebecca Dixon/The*gameHERs' Pitch:

Hi. My name is Rebecca Dixon and I am one of the four co-founders of the*gameHERs. The*gameHERs is a media platform and social networking community for women who game and work in the gaming industry. Of the billions of gamers in the world, half of them are women. The majority of women have experienced harassment, hate, and toxicity while gaming, simply for being a woman. Because of this, many women gamers have longed for an easy way to find other women to meet and game with based on shared experiences. With our first of its kind, women-led social networking and game matchmaking app, which is launching in spring of 2021, coupled with our community-generated content, the*gameHERs amplifies women in the gaming space and enables them to easily and safely find one another to socialize and game with. In November of 2020, we created the only award show in gaming, by women and for women, called the*gameHERs Awards. These awards recognized women in all aspects of gaming and esports for their dedication to creating content, building communities, and empowering each other. We consider this a huge win for numerous reasons. We had eight weeks of virtual events leading up to the finale, our community ended up nominating over 600 women in the gaming space, we received over 75,000 votes within a few short weeks, and our finale was live-streamed on the front page of Twitch. Our one-year anniversary is this month and we have over 100,000 members in our community. Our current capital raise will support the continued growth of our community and the rollout of our app. Please let us know if you'd like to join us on our journey.”

“Thank you so much! The conference was amazing - thank you! We are of course so excited that we won the pitch competition. What an honor!” -Rebecca

Dixon, Co-Founder and CMO, the*gameHERs

ABOUT ESTA

The Esports Trade Association (ESTA) promotes, protects, and advances the broader interests of the esports community. The organization accomplishes this by providing forward-thinking professional development programs, networking opportunities, relevant industry research, and valuable tools and resources to the membership. ESTA focuses on increasing the economic value of the esports industry by growing the number of participants, sponsors, products, and services, conducting primary and secondary industry research, and executing industry events.

Learn more about the ESTA and its mission statement at <https://esportsta.org>.