



FOR IMMEDIATE RELEASE

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XP League Youth Esports Launches in Dane County

Competitive youth league includes PCA certified coaches and positive gaming environments

(MADISON, Wis.)—XP League, an esports league for kids 7-15 to participate in competitive, organized video gaming, is now available at Code Ninjas in Sun Prairie, Edgewood College and the newest location, BB Jack's in Cottage Grove.

“This league is a competitive activity that is inclusive for everyone and for all levels,” JD Uhler, Madison XP League Commissioner, said. “I’m thrilled to see the youth esports community growing in Madison, which has ultimately put this city on the national map. The league does a great job of bridging conventional athletics with competitive video games.”

XP League Madison, which started in September, has grown in popularity. To date, there are more than 50 active players in the league. The leagues, which are nine-weeks long and available year-round, range from \$249-\$349 and include three to eight kids per team.

Participants compete in Overwatch, Fortnite, Rocket League and Valorant. They are coached by certified coaches and receive access to professional-level gaming PCs and custom jerseys. Each game is streamed live on Twitch.TV.

Students from UW-Madison, Edgewood College, Edgewood High School and Madison College, as well as parents of the players, comprise the coaches and streamers for each team. Coaches all have a Positive Coaching Alliance (PCA) certification.

All locations have COVID-19 protocols in place and are following the local city and public health guidelines. For more information, and to sign up for a league, please visit:

<https://www.xpleague.com/wisconsin>.

About XP League

XP League, founded in late 2020, is North America’s premier coach-led competitive youth esports league. It gives kids the opportunity to build social skills and sportsmanship through a positive coach-led structure. For more information, visit <https://www.xpleague.com/>.