**PRESS RELEASE**

***FOR IMMEDIATE RELEASE***

**United City FC to Compete In the First Regional eFootball Tournament - Champions eFootball (CeF)**

*The launch of a premier eFootball competition*



**Southeast Asia, 5th AUGUST 2021** - The top eight Southeast Asian Football clubs from seven countries will be competing to be crowned champion in the first regional eFootball tournament - Champions eFootball (CeF) beginning 9th September to 7th October 2021. The confirmed participating teams in the eFootball competition include:

|  |  |  |
| --- | --- | --- |
|  | Country | Team |
| 1 | Malaysia | Johor Darul Ta’zim FC |
| 2 | Indonesia | Persib Bandung |
| 3 | Singapore | Tampines Rovers FC |
| 4 | Thailand | Buriram United FC |
| 5 | Thailand | Chonburi FC |
| 6 | Cambodia | Nagaworld FC |
| 7 | Philippines | United City FC |
| 8 | Vietnam | Ho Chi Minh City FC |

Competing on KONAMI’s eFootball PES 2021 Season Update via Playstation 4, the teams will be vying for the title along with a combined prize pool of USD 9,000. Starting 9th September for 5 consecutive weeks, the competition will be live-streamed on CeF’s official Facebook and Youtube channel.

The competition will consist of 2 categories - ELITE and STAR. In the ELITE category, the participating football clubs will be represented by professional esports players. The STAR category however will feature star footballers from across the region including Mohamadou Sumareh (Malaysia), Beckham Putra (Indonesia), Worachit Kanitsribumphen (Thailand) and Lam Ti Phong (Vietnam) And our very own Justin Baas, UCFC center back andbAzkals International. While the Elite category shall be at the core of competition, the Star category aims to entertain and provide light-hearted content for fans from all walks of life.

Yong-Chul Yun, CEO of Champions eFootball said *“It is no surprise that esports and competitive gaming have become a cornerstone of entertainment and we are proud to bring this platform to the sporting world. In essence, our vision for Champions eFootball is to provide a platform for some of the best football clubs in the world to compete at a high level while attracting younger audiences and esports enthusiasts from across the region”*

Eric Gottschalk, the Club President of United City FC said *"Esports is a fast-growing and popular sport in the Philippines and we have been thinking of how to engage ourselves with esports. This is the perfect event for us to start an esports program especially with the big names in this region. We appreciate Champions eFootball for providing this opportunity to take part in the official esports competition and hope this platform can grow and provide us with access to new fan audiences worldwide and to allows us to play against the big names in the football world since I can see the possibility."*

Champions eFootball (CeF) is a premier esports circuit that is participated by professional football clubs in the region. The competition is designed to forge collaboration between esports talent and professional football clubs by competing on an international stage. The competition is officially endorsed by the Asian Electronic Sports Federation (AESF) as the official governing body of esports in Asia. With the vision of providing a quality competition, AESF will act as the Technical Delegate and will be responsible for all technical conduct and oversee governance to ensure quality experience for the teams and players.

Sebastian Lau, General Secretary of the Asian Electronic Sports Federation (AESF) said “*AESF is excited to work with Champions eFootball as an innovative platform that fosters synergy between two giants of the sporting world; football and esports. We are excited to see what the future holds for football clubs and fans in the region as they venture to compete for glory in esports*”

For its 2022 season, Champions eFootball (CeF) plans to work with various football leagues in the region to organise a local championship for qualification into the competition. Additionally, the winners of CeF are expected to compete against European football clubs in a similar competition.

For future updates and information on Champions eFootball (CeF), visit their website at [www.championsefootball.com](http://www.championsefootball.com) or on the CeF [Facebook](https://www.facebook.com/championsefootballofficial/) or [Youtube](https://www.youtube.com/channel/UCKKJMKGbf6Iku8pWilZ473w) page.

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**PRESS KIT ATTACHMENTS** [**LINKED HERE**](https://drive.google.com/drive/folders/1Y28IjQ09ajRr56_XZrC8FGwqTDg4Z_tU?usp=sharing)

Please refer to **Appendix A- EXTENDED DETAILS** below for further information on Champions eFootball

**About Champions eFootball**

Founded by PlayOn Group and Prime Sports International (PSI) in 2021, Champions eFootball is a premier esports circuit participated exclusively by football clubs. Champions eFootball is played on KONAMI’s PES eFootball 2021 Season Update via Playstation 4. In its 2021 season, the competition will see 8 football teams from across 7 countries compete including Johor Darul Ta’zim (Malaysia), Persib Bandung (Indonesia), Tampines Rovers (Singapore), Buriram United (Thailand), Chonburi FC (Thailand), Nagaworld FC (Cambodia), United City FC (Philippines) and Ho Chi Minh City FC (Vietnam).

CeF Facebook: <https://www.facebook.com/championsefootballofficial/>

CeF Youtube: [https://www.youtube.com/championsefootball/](https://www.youtube.com/channel/UCKKJMKGbf6Iku8pWilZ473w)

CeF Instagram: <https://www.instagram.com/championsefootball/>

**APPENDIX A - EXTENDED DETAILS**

**About CEF**

1. Champions eFootball is a premier esports competition participated exclusively by professional football clubs.
2. For its 2021 season, Champions eFootball will be participated by 8 professional football clubs including:
	1. Johor Darul Ta’zim FC (Malaysia),
	2. Persib Bandung (Indonesia),
	3. Tampines Rovers FC (Singapore),
	4. Buriram United FC (Thailand),
	5. Chonburi FC (Thailand),
	6. Nagaworld FC (Cambodia),
	7. United City FC (Philippines),
	8. Ho Chi Minh City FC (Vietnam).
3. The competition will consist of 2 categories - Elite & Star competing for a combined prize pool of USD 9,000.
4. Starting 9th September to 7th October, CeF will be live-streamed via its official Facebook and Youtube channels.
5. The full tournament structure and qualifying schedule will be unveiled via the CeF Facebook page once registration is closed and finalized.
6. For future updates and information, visit the UEL official [website](http://www.championsefootball.com) or [Facebook](https://www.facebook.com/championsefootballofficial/).

**Category 1: ELITE**

1. In the ELITE category, the eight (8) football clubs will sign professional esports players to represent their club in the competition.
2. The ELITE category will consist of a Group Round Robin followed by a Knockout Stage to determine the champion.
3. The champion, first runner up and the second runner will be entitled to a prize pool.

**Category 2: STAR**

1. In the STAR category, four (4) football stars will compete including:
2. Mohamadou Sumareh (Malaysia)
3. Beckham Putra (Indonesia)
4. Worachit Kanitsribumphen (Thailand)
5. Lam Ti Phong (Vietnam)
6. The STAR category will consist of a Knockout Stage to determine its champion.
7. The champion and first runner up will be entitled to a prize pool.

**AESF Official Sanction**

1. Champions eFootball is officially sanctioned by the Asian Electronic Sports Federation (AESF), as the sole governing body of Esports in Asia.
2. The AESF is the Technical Delegate of the competition, overseeing all aspects of technical conduct and governance pertaining to teams and players.

**The Future of Champions eFootball**

1. The winners of Champions eFootball will advance to compete against European football clubs in a similar competition.
2. For its future seasons, CeF will open participation to a wider selection of football clubs across Asia.

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ABOUT UCFC: United City Football Club (UCFC) is a registered Filipino Professional Football Club that aims to promote and build values such as equality, diversity, leadership through sports.

UCFC is a member of the Philippines Football League (PFL), the Philippines' professional level of men's club football. The Club is the 4x defending national champion in the PFL and the first Philippine team to compete in the AFC Champions League from 26 June to 11 July 2021.

As a mission, the Club stands to help re-invigorate young athletes, families, and the local community through discipline, hard work, and passion. Their ambition is to be the best of the best in Asia - be it on the football field, esports, or within the community - and provide a pathway ad equal opportunities for the next generation of young talent in their pursuit of sporting & educational excellence.

The Club recently announced its move to the Pampanga / Tarlac region, where it plans to set up its youth football academy in Clark City and to and build its football stadium while making use of the already existing stadium facilities in New Clark City in the meantime.

As part of the move, United City FC will be re-named to **United Clark FC** by the end of 2021, while its Esports division will simply be called **UCFC Esports**.

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