Beat: Entertainment

DreamLeague and ESL Academy

New ESL partnership

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USPA NEWS - The Stuttgart-based car manufacturer with the star joins DreamLeague and ESL Academy as part of the ESL partnership.

Stuttgart/Leipzig. The Mercedes star will be on display for the first time at DreamHack Leipzig, Germany's largest gaming festival, from 24 to 26 January 2020. The partnership is part of the brand´s engagement with ESL, as both ESL and DreamHack operate under the parent company Modern Times Group (MTG).

With DreamLeague in Leipzig, a Dota 2 major tournament will take place in Germany for the first time in more than two years. Sixteen top teams from around the world compete to secure the prize money of one million US dollars and valuable points in the race of the Dota Pro Circuit (DPC). Around 3,000 spectators are expected on each day of the tournament in the exhibition hall Leipzig.

Mercedes-Benz is increasingly focusing on the promotion of young talents in eSports. In addition to its commitment to DreamLeague, Mercedes-Benz will also be a partner of the ESL Academy in the future. This is a new platform of the ESL, created in 2019, on which young players can compete with each other and qualify for the big stage.

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