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FOR IMMEDIATE RELEASE

Introducing the Atlanta Reign: Identity Unveiled for New Esports Franchise

Atlanta Esports Ventures announces team name, colors of Overwatch League team ahead of 2019 season

ATLANTA—October 23, 2018—Atlanta’s newest esports franchise has a name: Atlanta Reign. Atlanta Esports Ventures today announced brand details including the team name, logo, and colors for the Atlanta-based team set to compete in the 2019 season of the Overwatch League™ —the premier global esports league with city-based teams.

“We are excited to finally unveil the Atlanta Reign,” said Paul Hamilton, President and Chief Executive Officer of Atlanta Esports Ventures. “We said from the beginning that we are building to compete. We chose a name that reflects that intention. We want to engage directly with Atlanta’s passionate esports community and the city as a whole.”

The Atlanta Reign official colors are light gray, red, and charcoal gray. The team logo features a red phoenix rising within a royal crest, referencing Atlanta’s city seal and making a nod to new beginnings. The iconic phoenix is crowned to complement the regal theme of the team’s name. Bold red typeface accompanies the emblem to offer a powerful announcement of the team’s brand. With the elements put together, the logo paints a picture reflective of Atlanta, indicating work ethic, reinvention, and excellence.

Atlanta joins the Overwatch League as one of [eight new franchises aiming to make an impact](#) following the league’s widely-successful inaugural season.

The team announced coaching additions in September 2018, adding Brad “Sephy” Rajani as the team’s Head Coach, along with Dimitri “Silence” Couturet as Assistant Coach, Cas “Casores” van Anandel as Player Development Coach, Danny “Danny” Mychakov as Data Analyst, and Dongmin “Dongmin” Jeong as Translator ahead of the team’s first season.

The Atlanta Reign is owned by Atlanta Esports Ventures, a partnership between Cox Enterprises and Province, Inc., created in 2018.

“Above all, we are looking forward to seeing what this team can accomplish,” said Hamilton. “We are building a strong organization with a singular focus on winning long term.”

The 2019 Overwatch League season kicks off on February 14, 2019. For more information on the Overwatch League, visit www.overwatchleague.com.

For more information about the Atlanta Reign, follow the team on Twitter [@ATLReign](#) and Instagram [@ATLReign](#), or like the team on Facebook at [Facebook.com/ATLReign](https://www.facebook.com/ATLReign).

About Atlanta Reign

Atlanta Reign is one of 20 franchises competing in the 2019 Overwatch League season, the premier global esports league with city-based teams. The Reign is owned and operated by Atlanta Esports Ventures, a partnership between Cox Enterprises and Province Inc., created in 2018.

Cox Enterprises

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About Province, Inc.

Province, Inc. is a national financial advisory firm focusing on growth opportunities, restructuring, and fiduciary-related services. The firm is regularly hired to provide solutions in many of the largest and most complex cases in the country.

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