



Overwatch League's Favorite Band of Misfits: Florida Mayhem

Esports Organization Misfits Gaming Reveals Overwatch League's Franchise Branding

FLORIDA (November 2, 2017) –Today Florida-based esports organization Misfits Gaming officially names and unveils its Overwatch League™ team's branding, Florida Mayhem. "We are excited to finally reveal Florida Mayhem. Our primary objective was and is to hit home with Floridians," said Ben Spont, CEO of Florida Mayhem and Misfits Gaming. "Florida is an ebullient state full of dedicated, passionate, and hardworking people, values we share as a local company. We're excited to stand out among the rest and come in with a bang after such strong performances throughout the duration of Overwatch Contenders. We aim to make Florida proud with our explosive (pun intended) playstyle!"

Florida Mayhem's team colors are yellow, to represent the Florida sunshine (similar to the Orlando flag); red, a tribute to the previous home of the Misfits roster; and black, an homage to the colors of the Miami Heat, which earlier this year invested in Misfits Gaming. The palm tree is a common sight for Florida and the bomb within the logo symbolize the Mayhem's future competitive impact.

Overwatch League kicks off preseason play on December 6, 2017, with a series of exhibition matches featuring all 12 teams. The regular season begins January 10, 2018, and will run through June, with playoffs beginning in July. Games will be played at Blizzard Arena Los Angeles in Burbank. For additional information on Overwatch League, please visit, <https://overwatchleague.com/en-us/>.

Follow the team on Twitter (@FLMayhem) and don't forget to #BringtheMayhem.

About Florida Mayhem

Florida Mayhem, one of the 12 inaugural teams for Overwatch League, is owned and operated by Florida-based esports organization Misfits Gaming and CEO Ben Spont. Stacked with world-class talent and not afraid to do things differently, Florida Mayhem is proud to represent diverse talent and innovation globally within the industry.

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