

The Spitfire Join the Overwatch League™ as London's Official Franchise

The London Franchise Unveils Colours, Logo, and Official Name Ahead of BlizzCon 2017

LONDON, November 1, 2017 - The Spitfire are coming to London. The highly anticipated London franchise for the Overwatch League™ today unveiled its official team name, colours, and logo. Owned by popular esports organisation Cloud9, the London Spitfire will be one of 12 city-based teams from around the globe set to compete in the inaugural season of the Overwatch League.

The name Spitfire was chosen as an homage to the iconic British aircraft used by the Royal Air Force. One of the heroes in Overwatch, Lena "Tracer" Oxtan, was also a former RAF member in the game's lore. Already a favourite amongst the organisation, we asked our fans to weigh in on possible monikers during the naming process, and they resoundingly picked Spitfire, thereby cementing the decision.



"We're excited to represent London in the Overwatch League with the Spitfire," said Jack Etienne, Owner of Cloud9. "We've put together a fantastic team and are anxious to see them in action in the debut season of the Overwatch League early next year."



“London leads the world in creativity and cutting-edge technology and the city’s games and esports industry plays a major part in that success,” said Sadiq Khan, Mayor of London. “Good luck to all those representing the capital on the London Spitfire team in the Overwatch League.”

“British people have a great love of video games—the UK market for games was worth £4.3 billion in 2016 and is the fifth largest in the world,” said Matt Hancock, Minister of State for Digital. “I’m looking forward to seeing the global phenomenon that is esports flourish in the UK, and it’s a great endorsement of the strength of the UK scene that the first official European Overwatch team has come to London.”

The Overwatch League is the first major global professional esports league, with 12 city-based teams across Asia, Europe, and North America. Overwatch® was created by globally acclaimed publisher Blizzard Entertainment (a division of Activision Blizzard - Nasdaq: ATVI), whose iconic franchises have helped lay the foundations and push the boundaries of professional esports over the last 15 years. Overwatch recently reached a new milestone of 35 million players. Overwatch was built from the ground up for online competition, with memorable characters and fast-paced action designed for the most engaging gameplay and spectator experiences. To learn more about the Overwatch League, visit www.overwatchleague.com.

About the London Spitfire

London Spitfire, one of 12 esports franchises selected to compete in the Overwatch League, is owned and operated by Cloud9, a premiere global esports organization with top ranking teams in the world’s biggest competitive games. Founded by Jack Etienne in 2012, Cloud9 has quickly evolved into one of the strongest and most recognized esports brands in the world.

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