



Girl Gamer Esports Festival Showcases Women Gamers

Sephora leads list of brands sponsoring world's largest women's esports event

LISBON, PORTUGAL, May 31, 2018 /EINPresswire.com/ -- GIRLGAMER [Esports](#) Festival arrives in Portugal

Industry experts and top international teams gather at the world's biggest women's esports event

The second edition of the GIRLGAMER Esports Festival, a festival that celebrates and promotes women's esports competitiveness, will be held between July 20-22, at Casino Estoril in Lisbon, Portugal. The action-packed event includes an esports business conference, as well as competitions in Counter-Strike: Global Offensive (CS:GO) and League of Legends (LoL) between some of the world's best international teams. A Clash Royale tournament will also be open to the general public.

"The underlying idea of GIRLGAMER was born from the belief that esports competitions should be universal and inclusive. However, the female representation in the professional esports scene is still very low. Therefore, as a way to develop and motivate women's competitiveness, we have created GIRLGAMER", says Telmo Silva, CEO of Grow uP eSports.

Tickets for the event are available for purchase at www.girlgamer.gg. A giveaway campaign has been launched to offer a free pass for the whole festival to a lucky winner that will also include travel and accommodation to Portugal from anywhere in the world.

With Sephora as a sponsor, marking the beauty and cosmetics retailer's debut into esports, GIRLGAMER Esports Festival will kick-off with a set of keynotes by acclaimed international speakers. Various topics will be discussed, including esports' tremendous potential and modern challenges. The keynotes will also present investment opportunities and successful international case studies to our valued audience.

"We believe that, just as in the beauty market, gaming is no longer represented nor limited by genders. As a trendsetter brand and promoter of differentiating experiences, we are pleased to partner up with GIRLGAMER!", says Paula Rocha, Sephora's Marketing Director.

On the second and third day of the Festival, eight of the most popular international esports teams will compete for a total cash prize of €20,000, kindly offered by ESCONLINE.PT, in the CS:GO and LoL tournaments. Festival competitions aren't just for the professional esports players, as any visitors can play in the open Clash Royale tournament, which will run concurrently with the professional tournaments. More activities and surprises will be revealed over the next few days on the event's official social networks.

"We've been considering the best way to get involved with new entertainment trends, and we're so pleased to host an international event like the GIRLGAMER Esports Festival for such a noble cause as inclusion, in our prestigious venue. It is perfectly aligned with the type of events we want to have in Casino Estoril", says Nuno Sardinha from Casino Estoril.

The GIRLGAMER Esports Festival is organized by Grow uP eSports and has partnered with The Rainbow, Kaisun Energy Group, Evolooop and [Metta Sport](#). The event has the full support of the

Portuguese Institute of Sport and Youth and the Portugal-China Chamber of Commerce and Industry. The first edition of the festival was held in 2017 in Macau SAR of China, reaching 10 million people around the world. The event was broadcast in English and Mandarin, through different worldwide streaming platforms, registering over 1.4 million online views.

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