

SCCG Management Launches Celebrity BooRay! Exhibition Featuring Mark Wahlberg and Former NBA Stars at 2024 G2E Party

SCCG's G2E 2024 party featured Mark Wahlberg, The BooRay King and NBA

stars at the Celebrity BooRay! Exhibition, celebrating gaming innovation and pop culture.

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Stephen Crystal - Founder & CEO, SCCG

made headlines at the 2024 G2E Party with the launch of its highly anticipated [Celebrity BooRay! Exhibition, featuring Hollywood star Mark Wahlberg](#), NBA legends Mario Chalmers, Tony Allen, and a host of influencers. The event, hosted at Tom's Watch Bar, brought together the worlds of gaming, sports, and pop culture in a memorable celebration of innovation and entertainment.

Mark Wahlberg, a strong advocate of the SCCG and BooRay! joint venture, lit up the night with his presence. His Flecha Azul Tequila brand co-sponsored the event,

adding a touch of elegance and excitement. The Celebrity BooRay! Exhibition showcased the fast-growing card game BooRay!, a game beloved by NBA stars and cultural icons alike. Wahlberg's support has been instrumental in taking BooRay! to new heights.

Stephen Crystal, SCCG's Founder and CEO, expressed his enthusiasm for the event: “We were honored to have Mark Wahlberg at our G2E Party, and it was incredible to see how much excitement BooRay! brought to everyone involved. This partnership between SCCG and BooRay! represents a new frontier in gaming, entertainment, and pop culture.”

The success of BooRay! at G2E was driven by Kahari S. Nash, known as The BooRay! King, who has played a pivotal role in popularizing the game. BooRay! combines strategy, skill, and social interaction, and has become a favorite among NBA stars and influencers. The game has captured the imagination of players and audiences alike, transcending traditional gaming boundaries.

NBA stars Mario Chalmers and Tony Allen also lent their support to the BooRay! launch, further

cementing its place in pop culture. Their involvement, through SCCG's NextGen initiative, highlights the innovative ways in which [SCCG is integrating celebrities to drive the gaming industry forward.](#)

Stephen Crystal commented on this new venture: "The launch of BooRay! at G2E marks an exciting moment in gaming. Our partnership with Tom's Watch Bar, and the support of influencers and NBA legends, brings a unique swagger to gaming. This is only the beginning for BooRay! and the future of interactive gaming."

The evening also celebrated SCCG's Gambling Industry's Top 20 in their 20s Awards, which honored the brightest young leaders and innovators shaping the future of the gambling industry. The 2024 winners represent the future of gaming, and their creativity, leadership, and passion are essential to the industry's continued success.

About SCCG NextGen

SCCG NextGen is the Talent Agency vertical of SCCG, crafted to meet the evolving needs of our partners and the broader gaming industry. We develop projects that integrate celebrity IP, create content that connects with both global and local audiences, and blend digital and real-world experiences. Through these partnerships, we aim to build authentic connections and enhance the overall gaming experience, while staying responsive to the changing dynamics of the gaming industry.

ABOUT BOORAY!

BooRay! is a trick-taking gambling card game that has evolved from its regional roots into a nationwide sensation, captivating top athletes and celebrities. Combining high-stakes gameplay with social interaction, BooRay! is a favorite in both casual and competitive environments. Beyond the game, BooRay! is developing into a luxury lifestyle brand, offering exclusive merchandise and a rich tradition of entertainment that transcends the typical gaming experience. From high-profile matches to mainstream popularity, BooRay! is more than just a game—it's a cultural phenomenon.

ABOUT SCCG MANAGEMENT

SCCG Management is a leading advisory firm in the global gaming industry, with over 100 best-



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in-class client partners specializing in iGaming, Sports Betting, Sports Marketing, and Gaming Technologies. With a worldwide footprint, SCCG operates offices in each global region, delivering valuable insights, expertise, and opportunities. With over 30 years of industry experience, the firm provides a range of services, including Go-To-Market strategies, market penetration and expansion, strategic partnerships, and operational assessments, which encompass IP management, mergers and acquisitions, and sponsorship agreements. SCCG also offers a full-service sales team for global product distribution. Anchored by a commitment to innovation and excellence, SCCG continues to shape and invest in the future of the gaming industry.

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