

Spectrum and NRG Take the Gaming World by Storm with Multi-Year Agreement

Connectivity Provider and Gaming Leader Unite to Transform LA's Gaming Scene, Launch Nationwide Tour, and Redefine Fan Experiences

LOS ANGELES, CA, UNITED STATES, October 25, 2024 /EINPresswire.com/ -- "Storm the Castle" Event from October 25-26 with Minecraft-Themed Haunted House and Exclusive Concert by KYLE will Transform [NRG](#) Spectrum Castle into Gaming Wonderland

NRG, a leading force in gaming, esports and content creation, today announced a multi-year agreement with Spectrum, one of the nation's largest broadband connectivity providers. This

collaboration, NRG's most significant to date, aims to create innovative gaming experiences and content for fans across the United States. The agreement will leverage NRG's expertise in gaming entertainment and Spectrum's advanced network and fastest Internet and WiFi speeds to engage audiences in new and exciting ways.

Central to this alliance is Spectrum's continued exclusive naming rights for the NRG Spectrum Castle in Los Angeles for the next three years. This gaming hub will further cement its status as the epicenter of gaming culture in LA. As the exclusive TV, Internet, and Mobile provider for NRG, Spectrum powers the entire NRG ecosystem, including the NRG Spectrum Castle in Los Angeles and the organization's esports training facility in Culver City. The Castle itself stands as a testament to this collaboration, featuring a striking 20-foot custom Spectrum mural and the innovative Spectrum 1V1 Octagon - a dedicated space for high-stakes competitions and engaging content creation. Furthermore, Spectrum's branding will be prominently displayed on the jerseys of all seven NRG professional esports teams, ensuring widespread visibility across diverse gaming communities and reinforcing Spectrum's commitment to the world of competitive gaming.

The Spectrum logo, featuring the word "Spectrum" in a blue, sans-serif font, followed by a blue triangle pointing to the right.The NRG logo, featuring the letters "NRG" in a large, bold, black, sans-serif font.

To kick off this collaboration, Spectrum and NRG are introducing "Storm the Castle," an imaginative event series that will transform the NRG Spectrum Castle into a fantasy factory of extraordinary gaming and entertainment experiences. The inaugural event is scheduled for October 25-26, 2024, and features a Minecraft-themed Haunted House and an exclusive musical performance by West Coast rapper KYLE to celebrate his upcoming album release. In a special treat for fans, NRG will open the Castle doors on October 26th, inviting the public to "storm the castle" themselves and experience the Minecraft Haunted House for free.

"NRG and Spectrum are a perfect match," said Sharon Peters, Executive Vice President, Chief Marketing Officer for Spectrum. "NRG is consistently pushing the boundaries of what's possible in gaming and esports. From the NRG Spectrum Castle to the Gaming Tour of America, we're excited to bring our fastest and most reliable Internet and WiFi technology and NRG's vision to life for gaming communities in Los Angeles and across the country."

The agreement's reach extends far beyond Los Angeles, with Full Squad Gaming, NRG's popular casual gaming brand and a TikTok powerhouse, spearheading an ambitious Gaming Tour of America. This nationwide initiative will bring the NRG-Spectrum collaboration to fans across the country through live activations, local influencer partnerships, and viral content creation, all showcasing the power of Spectrum, which will be ubiquitous across all of NRG's ventures.

"What we're creating isn't just a sponsorship; it's a revolution in how fans experience gaming and esports through Spectrum, the best Internet and WiFi choice for gamers," said NRG Head of Sales and Brand Partnerships, Brandon Tortora. "The NRG Spectrum Castle will be more than a headquarters – it will be a must-visit destination for gamers. And with our Gaming Tour of America, we're taking that magic on the road, interacting with fans and creating joyful moments in communities across the nation."

As the gaming industry evolves, this NRG-Spectrum collaboration sets new standards for fan engagement and brand integration. By integrating Spectrum's services into NRG's content and events, the collaboration demonstrates the crucial role of high-speed internet and mobile connectivity in modern gaming. From live events to streaming to competitive play, it highlights how Spectrum's technology empowers gamers to perform at their best and stay connected, creating tangible, unforgettable experiences that bridge digital and physical worlds and shape the future of interactive entertainment.

For gamers, content creators, and esports enthusiasts, the message is clear: a new era of gaming experiences has arrived, powered by NRG and Spectrum. This collaboration promises to deliver innovations and moments that will resonate for years to come.

For more information about upcoming events, tour dates, and exclusive content, visit www.nrg.gg or follow NRG and Spectrum on social media platforms.

*Fastest Speeds claim based on Broadband Download Speed among the top 5 national providers in Opensignal USA: Fixed Broadband Experience Report – National View, May 2024. Based on Opensignal independent analysis of mean download speed. © 2024 Opensignal Limited.

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About NRG

NRG is a professional gaming and entertainment company renowned for its championship teams and innovative gaming lifestyle content. As the highest viewed gaming organization in the world, NRG continues to lead the industry with its engaging, authentic, and original gaming content. NRG also boasts a VCT partnered VALORANT squad, a franchised League of Legends team, a World Championship Rocket League roster, North America's newest hope for Counter-Strike, a PUBG MOBILE team partnered with Samsung, and a top Apex Legends squad. Additionally, NRG is home to NRG Shock, a legacy team from the winningest and most popular Overwatch team of all time.

About Spectrum

Spectrum is a suite of advanced communications services offered by Charter Communications, Inc. (NASDAQ:CHTR), a leading broadband connectivity company and cable operator with services available to more than 57 million homes and businesses in 41 states. Over an advanced communications network, the company offers a full range of state-of-the-art residential and business services including Spectrum Internet®, TV, Mobile and Voice.

For small and medium-sized companies, Spectrum Business® delivers the same suite of broadband products and services coupled with special features and applications to enhance productivity, while for larger businesses and government entities, Spectrum Enterprise provides highly customized, fiber-based solutions. Spectrum Reach® delivers tailored advertising and production for the modern media landscape. The company also distributes award-winning news coverage, sports and high-quality original programming to its customers through Spectrum Networks and Spectrum Originals. More information about Charter can be found at corporate.charter.com.

Katie Timmons

Sheldon Strategy and Consulting

katie@sheldonstrategy.com

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