

Press Release

Elo Hell Esports announces new Business Divisions

Elo Hell Esports' (EHE) mission statement and goal has always been "turning passionate volunteers into esports professionals". This has meant helping people starting with little to no experience or qualifications other than passion and drive and offering them a platform to learn, fail, and grow, in a safe space.

EHE began as people with a love for working in esports and the desire to share that love with others. Eventually, it grew into a staple in the Overwatch community through its content and events. As the community grew, it slowly evolved into a more professional organization, with a fledgling business. At first, it was easy to test the waters, but as the business of EHE has grown it has established itself as a true competitor in the Esports Industry, while the EHE community has grown into many more titles, and initiatives to fulfill its mission.

Unfortunately, the distinction between the community and the business became blurry; the larger community responded to this and thus, in order for EHE to fulfill its promised mission, we are changing for the better. EHE's mission encourages and lauds its members to find opportunities wherever they present themselves in esports. The business strives to use its passion to provide the best turn-key services possible to partners. These key differences between EHE's desire to maintain its passionate and community driven roots and the business' need to expand into the competitive Esports industry means we need to grow on separate paths.

What does this mean for us in the future? Elo Hell Esports will continue as the community organization it has always been. With the mission to develop passionate community members into esports professionals through direct support, hands-on coaching, and providing the safe space to develop key skills. The business of EHE will now be known under the new name, RNDR. RNDR is formed by 3 specialized teams each focused on a different aspect of the business, they are individually named HueHut, AIO and of course RNDR. RNDR will continue to provide tournament organization and broadcast services. HueHut will focus on providing a creative source for marketing activations, graphic design, video production, and much more. EHE Creators will be known as "All in One" (AIO) and will continue to work with influencers and content creators across a variety of genres to connect them with brands and provide additional opportunities for growth.

We are very excited about what this change will mean to the growth of EHE and its continued ability to turn passionate volunteers into esports professionals.

~ Elo Hell Esports

Want to know more about our business? Follow the new socials!

RNDR	rndr.gg	@WeAre_RNDR
HueHut	huehut.art	@Hue_Hut
AIO	aio.team	@WeAre_AIO