

FOR IMMEDIATE RELEASE

Global Esports Federation and Thomson X Forge Legendary Partnership for Optimal Performance, Health and Wellness in Esports

Partnership establishes world-class collective of experts and role models to power-up initiatives aimed at health, wellness and performance

Singapore, December 4, 2020 – The **Global Esports Federation** welcomes **Thomson X** as Global Partner as part of its commitment to encourage active youth that focuses on the overall wellbeing and performance of athlete and players. The global partnership aims to lead the esports community through its **Performance+** wellness initiative – encouraging responsible esports and promoting optimized performance, wellness and balanced lifestyle.



Conceptualized and developed in line with the United Nation's Sustainable Development Goals, the programs are designed to inspire and empower youth to make active healthy lifestyle choices leveraging the captivating power of virtual sports and active esports through digital technology.

"The Global Esports Federation is firmly committed to the health and wellbeing of athletes and players as a core pillar of our organization. We work with global leaders and experts in the medical and scientific realms and directly with the esports community to develop wellness initiatives that enhance quality of life and encourage active sustainable communities," said **Chris Chan, President, Global Esports Federation**. "We proudly welcome Thomson X as a Global Partner and a Founding Member of the GEF's Focus Group on Wellness."

"Thomson X is honored to partner with the Global Esports Federation, sharing its vision for a safe, inclusive and healthy esports ecosystem that celebrates and inspires youth," remarked **Kiat Lim, Director, Thomson X and Founding Member, Focus Group on Wellness, Global Esports Federation**. "Working in synergy with Thomson Medical Group, we look forward to leveraging our networks in support of the world's esports community, focusing on wellness in order to realize our vision for a sustainable future in esports for all."



The Performance+ initiative will assemble a world-class collective of leaders and mentors as role models to lead on various aspects of health and wellness. Iconic athletes and players from both the esports and sporting worlds will join in various global wellness initiatives and be part of education and awareness platforms that inspire athletes, players and people everywhere.

“Overall health and wellness of athletes and players are essential as we encourage healthier choices for a new generation in esports and sport. The Global Esports Federation welcomes the [World Health Organization’s recently announced guidelines on physical activity and sedentary behavior](#) that underlines the importance of sport and physical activity that can contribute directly to physical and mental wellbeing,” said **Melita N. Moore, M.D., Member of the GEF Board and Head of GEF’s Focus Group on Wellness**. “As leaders in the medical and esports communities, we are focused on designing and developing holistic models that support the overall wellbeing of athletes and players, offering resources and education that promote optimized performance and leveled-up participation.”

Immediate areas of focus for the Performance+ program include initiatives that aim at optimal performance across five realms of health and wellness – physical, mental, vision, nutrition, and social.

For more information, visit Global Esports Federation at www.globalesports.org or Thomson X at www.thomson-x.com.

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About The Global Esports Federation

The Global Esports Federation promotes the credibility, legitimacy and prestige of esports. We convene athletes, players, the world's publishers, developers, industry partners and sporting organizations on one inclusive platform. We encourage and support the connection between sport, esports and technology. We develop visible initiatives that are in service to the esports community, powered by active, strategic partnerships that celebrate and inspire youth.

Founding Global Partner:	Tencent
Global Partner:	Refract Thomson X
Global Supporter:	International Sports Broadcasting Company JuiceBar Sports Innovation Lab
Global Supplier:	Nielsen
Strategic Partners:	The Commonwealth Games Federation Olympic Council of Asia Organización Deportiva Suramericana (ODESUR) International Telecommunication Union (ITU) Dentsu Inc Global Sports Innovation Center Powered by Microsoft (GSIC)

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About Thomson X

Thomson X is a platform focused on enriching the current healthcare landscape through strategic partnerships and collaboration, so as to drive growth in the health and wellness space. Operating in synergy with Thomson Medical Group's core activities and top-tier partners, Thomson X will fuel innovative health technology companies to maximize their potential. At Thomson X, we embrace the spirit of spontaneity, creativity, and passion. Thomson X is a subsidiary of [Thomson Medical Group](#).

For more information, please visit: www.thomson-x.com.

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