



NEW YORK'S PREMIER ESPORTS ORGANIZATION NYXL ANNOUNCES YOUNG CREATOR PROJECT (YXL) TO PROMOTE THE NEXT GENERATION OF DIGITAL CONTENT CREATORS

***NYXL Is Investing \$500,000 In First Annual Incubator Program As Part Of Mission
To Connect The Worlds Of Esports, Gaming Culture and Lifestyle in New York***

***The Kid Mero, LosPollosTV, Lester Chen, Gavi Chavez, DJ StephCakes,
Jaye Watts & Paul Leys Join Advisory Panel***

YXL Submissions/Applications Open Today at yxl.nyc

New York, NY, May 2, 2022 – NYXL, New York's leading esports and entertainment brand, today announced the launch of a new, annual incubator program that will discover, support and promote the next generation of New York digital content creators. The Young Creator Project, known as **YXL**, is a year-long program providing studio space and opportunities for young creators to develop and explore their creative voices, as well as a platform to showcase their work. The announcement was made today by NYXL CCO **Mitchell Smith**, who is spearheading the program.

"As NYXL seeks to become the next global entertainment brand born in New York, we want to ensure that we're creating both opportunities and access for young creators," said Smith. "We are searching for the most compelling, diverse, young cultural creators to help us bring a New York state of mind to the planet's most popular form of entertainment. There is so much talent, especially in New York, that we want to help cultivate and provide resources to that will support the next generation of digital content creators."

Applications for YXL open today, **May 2, 2022** and can be found at yxl.nyc. NYXL will select 50 finalists from entrants, based on the creativity of their video submissions.

Finalists will be announced on **June 3, 2022** and invited to New York City for an in-person, innovative creator camp this summer to showcase their artistic abilities. Under the tutelage of NYXL leadership and an elite advisory panel of notable New Yorkers and other industry executives & personalities including **The Kid Mero**, [LosPollosTV](#) (Content Creator), [Lester Chen](#) (Global Head of Gaming Creators, YouTube), [Gavi Chavez](#) (Creator Strategist-Gaming Lead, TikTok), [Power 105 DJ StephCakes](#), [Jaye Watts](#) (CEO & Founder of Coexist Gaming), and [Paul Leys](#) (CEO & Co-Founder, 368) these young creators will receive industry guidance and forge new meaningful relationships that will help elevate their talents to new heights.

At the conclusion of the creator camp, twenty contenders will be selected to compete in one final epic creative assignment that will result in ten winners being selected to join NYXL, with each winner receiving a \$50,000 stipend from NYXL, and a year-long agreement with the

organization, where they'll receive coaching in content, marketing, branding, and merchandising, all of which will help them develop the necessary tools to power their content creation dreams.

NYXL is a new entertainment brand that will create experiences and develop content that connects the worlds of esports, gaming culture, and lifestyle for the discerning modern gamer. Based in NY, NYXL manages all of the major local esports teams and is building its new headquarters and practice facility in the City. More information about NYXL can be found on the website at [NYXL](#) or by following @NYXL on all social media ([Twitter](#), [IG](#), [YouTube](#), [Twitch](#), [Facebook](#), [TikTok](#)).

ABOUT NYXL

Formerly known as Andbox, NYXL is New York's newest global entertainment brand. It owns and operates the New York Excelsior, New York's first professional esports team and one of the founding franchises of the Overwatch League; the New York Subliners in the official Call of Duty League; and is home to the New York Fury New York's first-ever VALORANT team, as well as the NYSL Mayhem, which competes professionally in the Call of Duty: Mobile league.

The leadership team has created global #1s in film, TV, digital, and books. This team has produced films like Queen & Slim and Beats, TV shows like American Gothic and The Kicks, massive digital series like Alpha Betas and Gaming While Black, and books like A Million Little Pieces and the I Am Number 4 franchise. NYXL embodies New York's reputation as a creative beacon and cultural zeitgeist. The organization has won multiple industry awards for outstanding visual design, and brought high fashion to the gaming community with custom athlete lines and products with the likes of Undefeated, Nike, and Public School. NYXL is also home to incredible content creators including Call of Duty: Warzone star player Aydan; leading Call of Duty: Mobile caster and creator Bobby Plays; rising female Warzone content creator Swishem; multiple FIFA national title winner Mike Labelle; and NYXL's artist-in-residence and widely respected street-style photographer, Brian Alcazar, aka "1st".

- Twitter: <https://twitter.com/NYXL>
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