



## STEELSERIES x TRICKED ESPORT ANNOUNCE PARTNERSHIP FOR 2022



**COPENHAGEN | CHICAGO – FEBRUARY 01, 2022** – [Tricked Esport](#), the Danish esports organization, today announced a new partnership with [SteelSeries](#), the worldwide leader in gaming and esports peripherals, in which the original esports brand will become the official peripherals brand for Tricked Esport.

With the new partnership, SteelSeries will provide Tricked Esport’s schools and professional teams competing in global tournaments for CS: GO, Fortnite, FIFA, and League of Legends (LoL) with its award-winning line of esports and gaming gear, including the [award-winning Prime Pro Series line of mice](#) that revolutionized gaming mice technology with the first-ever [Optical Magnetic switches](#).

Built from a team of industry veterans, Tricked Esport is celebrating its 10<sup>th</sup> anniversary, having watched the esports scene transform from a pipedream of minor events into the arena-filling multimillion-dollar behemoth we see today. As the core elements of electronic sports stabilize and the scene begins to fully establish itself, the Danish founded esports organization is focused on making it even bigger.

“We are thrilled to see SteelSeries continue and further scale their support for our mission. It's exhilarating to find a partner that is equally passionate about our work with talent development and the education sector of esports,” said Morten Jensen, CEO and Founder, Tricked Esport. “The goal of Tricked continues to be developing talents by establishing structure and transparency in learning for participants enrolled in Tricked classes throughout Denmark. With SteelSeries, we gain access to the best peripheral on the market and partner with a company that has supported esports since the very beginning. They truly understand esports and value our vision, and we believe this partnership will take Tricked closer to its goals!”



As the world's original esports brand, SteelSeries continues to invest deeper in the esports and gaming ecosystems it helped to create. SteelSeries' pro team relationships are more than sponsorships, they are true partnerships. From ideation and design to testing and validation, esports professionals are not only stakeholders of SteelSeries, but they are also collaborators and co-creators, together creating the world's best gaming peripheral products and software. Tricked Esport joins an elite roster of SteelSeries teams including FaZe Clan, Red Bull OG, Mercedes-AMG Petronas Esports, SpaceStation, Rare Atom, and more.

To learn more about Tricked Esport, visit [tricked.dk/pro](https://tricked.dk/pro) and join the conversation on Instagram at [@TRICKEDesport](https://www.instagram.com/TRICKEDesport) and Twitter at [@TRICKED\\_esport](https://twitter.com/TRICKED_esport) and check out the latest videos on YouTube at [youtube.com/Trickedesport](https://youtube.com/Trickedesport).

To learn more about SteelSeries, visit [steelseries.com](https://steelseries.com) and join the conversation on [Instagram](https://www.instagram.com) and [Twitter](https://twitter.com).

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### **About Tricked Esport**

Tricked Esports is an esports organization born in 2012 with the goal to innovate the scene from within. Brought together by a combination of ambitious dreams, hard work, and raw skill, we incorporate several leading players from the most dominant gaming scenes, scout upcoming talent, and unite them under one main brand. Our vision goes beyond being an ordinary team; We do not wish to be like the rest - and we aren't. At Tricked, we are always looking to go the extra mile for the community, guiding our players and fans as we break down the barriers around competitive gaming to make our future of passion and pure entertainment available to anyone.

### **About SteelSeries**

SteelSeries is the worldwide leader in gaming and esports peripherals focused on premium quality, innovation, and functionality. Founded in 2001, SteelSeries improves performance through first-to-market innovations and technologies that enable gamers to play harder, train longer, and rise to the challenge. SteelSeries is the pioneering supporter of esports and competitive gaming tournaments, connecting gamers and fostering a sense of community and purpose. SteelSeries' family of professional and gaming enthusiasts are the driving force behind the company and help influence, design, and craft every single accessory and the brand's software ecosystem, SteelSeries GG. In 2020, SteelSeries acquired [KontrolFreek](https://www.kontrolfreak.com), the industry leader in high-performance controller accessories, and [Nahimic](https://www.nahimic.com), the leader in 3D sound solutions for gaming.