

SOCIAL MEDIA COPYBOOK

**Embargoed until 11:00 CET Saturday January 21, 2023**

**Kia Europe resigns as Automotive Partner of League of Legends EMEA Championship**

**Twitter**

Kia has announced it is the @LEC Main Partner for the fifth consecutive year! The season launches this weekend with a Winter Split format that pits professional League players against each other for direct qualification to 2023 Season Finale. #Kia #MovementThatInspires #LeagueOfLegends #LEC #Esports

**[LINK] [IMAGE]**

**LinkedIn**

We are excited to be the Main Partner for the League of Legends EMEA Championship for the fifth consecutive year! The 2023 season begins at 18:00 CET today, when the League of Legends EMEA Championship will introduce its inaugural Winter Split format. This new format will see a double elimination playoff, followed by three 6-week splits – Winter, Spring and Summer, before culminating in the 2023 Season Finale and a chance for the teams to qualify for the World Championship, which this year will be held in South Korea.

“The League of Legends EMEA Championship, one of the largest and fastest growing esports platforms in the world”, said Jason Jeong, President of Kia Europe. “We look forward to further connecting with and bringing further innovation to the esports community in 2023 as a long-standing sponsor.” #kia #movementthatinspires #leagueoflegends #riotgames **[LINK] [IMAGE]**

**Facebook**

Kia has joined the League EMEA Championship for another season! We are continuing our partnership with the professional esports tournament for the fifth consecutive year. The 2023 season kicks off this weekend with the Winter Split, part of a new format that introduces a double elimination round! #Kia #MovementThatInspires #LeagueOfLegends #RiotGames #LEC

**[LINK] [IMAGE]**

**Instagram**

Kia has entered the game! We remain the Main Partner for the League of Legends EMEA Championship @lecofficial for the new season! The 2023 EMEA League tournament, which introduces a new Winter Split format, starts this weekend. Who will take the trophy from Rogue? #Kia #MovementThatInspires #LeagueOfLegends #LEC

**[LINK] [IMAGE]**

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