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DAIGON Esports Partners with BLAST to Champion Grassroots Talent at the School Esports World Championships

MALTA, 6 November 2026. DAIGON Esports, the leading scholastic esports platform for international and independent schools, today announced a landmark partnership with global competitive entertainment powerhouse BLAST. The collaboration will see BLAST step in as a premier brand partner and Headline Sponsor for the upcoming School Esports World Championships (SEWC), held live at PLAYCON in Malta from 19 to 22 November 2026.

This partnership marks a significant bridge between tier-one professional esports and grassroots scholastic development. As Headline Sponsor of the SEWC, BLAST is actively investing in the educational infrastructure of gaming, validating the pathways DAIGON has built to foster 21st-century skills such as strategic thinking, resilience, and digital communication in students worldwide.

The School Esports World Championships will bring together elite student rosters from DAIGON's global network of partner schools—spanning associations including COBIS, BSME, ISA, and ECIS. Competing on a dedicated stage at Malta's premier gaming festival, PLAYCON, students will experience the pinnacle of competitive scholastic esports in a fully safeguarded, educational environment.

"Having a globally recognized industry giant like BLAST back the School Esports World Championships is a watershed moment for scholastic esports," said David Higginson, Co-Founder and Chief Revenue Officer at DAIGON Esports. "Our mission has always been to reframe screen time into purposeful learning and to give students a safe, inclusive arena to develop future-ready skills. BLAST's involvement not only elevates the prestige of the SEWC for our students but proves that the wider esports industry is committed to nurturing the next generation of digital talent at the grassroots level."

James Woollard, VP Destinations and Market Development at BLAST said: "At BLAST, we are passionate about the positive impact of competitive gaming. Malta has become an incredibly important part of BLAST's global esports operations, and we are committed to supporting the growth of its local esports ecosystem, from grassroots initiatives through to world-class events. Partnering with DAIGON to support the SEWC aligns perfectly with our vision of empowering youth through esports, providing them with a platform to build teamwork and leadership skills on a global stage."
The SEWC will feature finalists who have qualified through DAIGON's rigorous seasonal leagues, battling it out across major titles in a celebration of digital citizenship, strategic teamwork, and global school community.

For more information on the School Esports World Championships and DAIGON's educational platform, visit www.daigonesports.com.

About DAIGON Esports

DAIGON Esports provides a turnkey, hardware-agnostic platform that integrates esports into the curriculum and enrichment programs of international and independent schools. Backed by exclusive partnerships with major school associations, DAIGON utilizes video games as a medium to develop essential 21st-century skills, offering both recreational clubs and structured global competitions.

About BLAST

BLAST is a global competitive entertainment company with a mission to bring mega entertainment to the world, taking esports, gaming and other new competitive formats to the next level.

BLAST is famous for pioneering the esports category through stunning high-production quality, big creative ideas and game-changing fan-first moments, bringing together the biggest teams and brightest superstars to fight it out for glory and multi-million-dollar prize pools in the world's biggest arenas, from London and Singapore to Austin and Rio.

BLAST has offices in Copenhagen (HQ), London, Berlin, Mumbai, Malta and New York City. The company is currently working with world-leading game publishers Epic Games, Valve, Supercell and Ubisoft to produce, market and deliver esports for popular titles including Rocket League, Fortnite, Rainbow Six, Brawl Stars, Dota 2 and Counter-Strike 2.

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