**Ford Models announces launching Esports division**

Ford Models, a New York-based agency of modeling announced launching a new division for Esports and gaming. Esports and Gaming by Ford models will represent Esports and Gaming talents in the industry and will simultaneously work with leagues as well as the stakeholders for the assistance in Esports promotion. The talents included initially are Timothy “oLarry” Anselimo, a player of Cavs Legion NBA 2K League, and Pual “Rabies” Santoro, an Esports caster.

With the rise in the number of female streamers in the Esports and gaming segment, this movement by Ford Models is a pretty sensible one and will help it emerge out as a leading brand.

**Higher officials on the new launch:**

Justin M. Jacobson will direct the new division formed, and he stated in a release about the launch that with this newly created division, Ford is cautiously choosing the content creators, influencers, coaches, professional gamers, and other talents directly or indirectly related with giant brand potentials and are at the top in the respective genres and fields.

Ford also offers brand, approach, and network to the development to support Esports and Gaming talents and ensure their success. Ford has a wide list of the members and talents including the celebrities and Ford is maintaining the same globally for decades. Jacobson concluded with the fact that he is excited to join Ford and help build a leading platform for Esports and Gaming using his expertise and experience.

President of Ford Models, Decio Restelli Ribiero also commented on the platform creation. He mentioned how they try reaching demographics, new audiences, clients, and talent categories. The categories focused are mainly on tech and gaming sectors. They aim to deliver higher value to the talents and clients, and eventually to the Ford Models. Ford Models is strengthening the position as a leading management platform across the globe.