**Envy Gaming tied up with Jack in the Box, an American fast-food chain.**

Envy Gaming announced the tie-up with Jack in the Box, an American fast-food chain, with a partnership for around 3 years. The companies announced signing this 3 years long (multi-year) lasting partnership extension, previously in the last week of August 2020. The deal applies to all the franchised team brands of Envy gaming along with Team Envy.

Chief Experience and Brand officer and SVP of Jack in the Box, **Adrienne Ingoldt** stated in a release that in 2017, with the first partnership signed with Envy Gaming, authentically connecting across the globe with several cultures related with gaming was their main goal. They wanted to extend their reach far more than any other restaurant ever managed to. Also, with this partnership, this American restaurant’s chain aimed at building a pillar of the digitalization and their social efforts.

**Adrienne Ingodlt** also added that even today, three years later, they consider Envy Gaming as a desired partner and will excitedly work together with them for more coming years. Envy Gaming helped Jack in the Box to identify the ways that are uniquely realistic and relevant to the brand and use them to connect with the communities of gaming. He concluded with a statement that they look forward to continuing more years with Envy Gaming’s support.

Jack in the Box will now continuously sponsor the jerseys for the team of Envy Gaming in the franchised league of the Activision Blizzard, the Dallas Empire for the Call of Duty League, and the Dallas Fuel for the Overwatch League. Previously in the last weekend championship, the Dallas Empire was the winner of the inaugural match of the Call of Duty League.

The restaurant chain is also the quick service one of the Envy gaming, and it will now sponsor all the players and the teams of them that compete under the brand of Team Envy. It includes all the teams under them, competing in the Super Smash Bros., VALORANT, and Rocket League. The franchised team of Envy in the Flashpoint CS:GO is included too in the deal.

The companies activated the partnership in several ways during the past years including the known ways like animated web series “Fuel House” that was nominated for the Webby Award, Dallas Fuel players living with the mascot of Jack in the Box, In some costume, Jack appeared to support the Team Envy in the majors of the Call of Duty World League.

The CEO of Envy Gaming, **Adam Rymer** also stated that for the past three years, the Jack in the Box restaurant chain has been a crucial and a fantastic partner. They have always been an early adoptor in the gaming sector and created several new ways for connecting with Gen Z and millennials, and for this, they deserve an immense amount of credits. He added that they are excited and waiting for the successful outcomes in the coming years with their growing and expanding partnerships. And with all these, they aim at pushing the gaming and Esports sector more towards the cultural and entertainment ones.