



Table tennis and esports partnership launched

Author: Paul Stimpson

Posted On: July 21, 2020

Table Tennis England has teamed up with the British Esports Association to promote the importance of mental wellbeing and exercise.

The partnership brings together traditional sport with esports (competitive gaming) to explore the similarities between the two and promote the benefits of each other's activities.

Table tennis and esports both offer a great brain workout, can improve cognitive functions, test reaction times and allow people to have fun and relax and socialise with one another.

Both activities have been proven to improve behaviour, concentration and attendance levels in schools, while also having benefits for those at the other end of the age spectrum, including those who have dementia or Parkinson's.

Both organisations are committed to bringing more participation opportunities to deprived areas of England. They will help promote each other's activities, help get young people active and push table tennis as a suitable social activity which helps develop key skills also used in gaming.

The campaign will utilise top stars in the fields of table tennis and esports to talk about their mental health experiences and struggles to help reduce the stigma surrounding it, as well as Olympic table tennis players' thoughts on gaming as a stress-relieving activity.

There will be activations on social media, video platforms and more, with the intention to host physical events in the future when it is safe to do so.

Until then, both organisations will promote the partnership and generate buzz on social media, with a mix of both entertaining and informative content.

Table Tennis England Chief Executive Sara Sutcliffe said: "The importance of good mental and physical health has arguably never been in sharper focus than now, and the positive effects of both table tennis and esports are

there for all to see.

"I'm particularly excited by the potential of this partnership to engage people of all ages and encourage them to seek out the benefits of an active lifestyle, both physically and mentally."

British Esports Association founder and CEO Chester King commented: "We're delighted to be partnering with a reputable governing body to highlight the positives that both sports and esports promote. We have lots of ideas and hope to get the conversation going around the importance of both physical and mental health.

"Table tennis is also a sport that's close to my heart and I look forward to seeing us get involved with some exciting activations."

Downloaded From:

<https://newsarchive.tabletennisengland.co.uk/news/archived/table-tennis-and-esports-partnership-launched/>