

# JB Hi-Fi unveils the JB Hi-Fi Game On Zone at the Melbourne Esports Open

+ Exclusive 20% Off Ticket Offer

10 August, Melbourne: JB Hi-Fi has today unveiled the JB Hi-Fi Game On Zone at the inaugural Melbourne Esports Open (MEO), a spectacular, 1800 square-meter precinct devoted to gaming and esports fans.

This family friendly area at the MEO will include interactive gameplay open to all ages, abilities and skill levels, dedicated to a wide range of the latest games, esports events and free play zones.

The JB Hi-Fi Game On Zone will allow attendees and fans to be among the first in Australia to experience some of the hottest upcoming gaming titles and are looking forward to unveiling some further details in the coming days.

“We are thrilled to bring the gaming industry together for this amazing event at the Melbourne Esports Open,” said Gary Siewert, JB Hi-Fi Marketing Director. “We are looking forward to making some more exciting announcements including first to play games, esports events and exclusive show offers for MEO visitors.”

JB Hi-Fi is also offering the opportunity for 6 lucky fans to win a VIP experience for two, including flights & accommodation, VIP access to all the events, a backstage tour and meet and greet with players. Full details are available at [www.jbhifi.com.au/esports](http://www.jbhifi.com.au/esports)

Plus, JB Hi-Fi is offering an exclusive 20% off tickets for MEO. Fans can visit [www.ticketek.com.au/meojbhifi](http://www.ticketek.com.au/meojbhifi) and use code JBHIFI to access this special pricing.

The Melbourne Esports Open will take place at Melbourne and Olympic Parks on 1 and 2 September, 2018, and is operated as a joint venture between TEG Live and ESL.

## Contacts

Alex Blaikie  
0401947878  
mailto: [a.blaikie@eslgaming.com](mailto:a.blaikie@eslgaming.com)