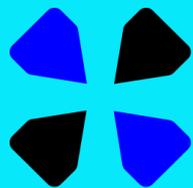




THE STRIVE GROUP
Creating Inclusion through Education & Skills



UTD EDN



STRIVE GROUP AND LDN UTD ANNOUNCE UTD EDN INITIATIVE

The Strive Group and purpose driven esports org LDN UTD have today announced “UTD EDN” (education) as a joint partnership to offer an inclusive platform for young raw talent to enter and succeed in the esports & gaming sector.

With the exponential growth in gaming during the COVID 19 pandemic, and recent announcement of esports being included alongside the Birmingham Commonwealth Games, interest in the sector couldn't be higher. With the emergence of more digital careers and the transforming career landscape, gaming and esports have become aspirational career destinations for a large majority of the next generation of employees.

Together, Strive and LDN UTD are launching UTD EDN as their first collaborative programme offering individuals an 8-week learning experience at LDN UTD's Centre of Excellence in Camden, with over 70 hrs work experience thereafter in LDN UTD or affiliated businesses to the sector. With new programmes on the horizon, and with many other initiatives across the UK, this is a very exciting time for careers in the sector with a real demand for talent and innovation in the UK. The Strive Group Director of Innovation & Skills Ben Drew said “Digital careers are at the forefront of all young people's minds these days; this collaboration brings best in class from the world of esports and from our developmental programme designers to offer a fantastic platform for individuals to take that first step on the ladder of ambition”

LDN UTD CEO Oliver Weingarten stated “LDN UTD's values originated on discovering, nurturing, and educating grassroots talent in esports. We've extended this ethos to employability, and transferable skills to work in the sector. We are therefore pleased to partner with Strive to provide young people with the opportunity to work in our sector and the creative economy and look forward to welcoming the first cohort to our purpose driven Centre of Excellence in Camden later this month.”

LDN UTD unites professional esports and grassroots gaming with healthy lifestyle and social issues and has previously held physical and online campaigns to address racism and diversity, knife crime, nutrition, loneliness, and education partnering with the Mayor of London. All Access Gaming took place at Samsung KX in November 2021 to promote health and wellbeing whereby 130k unique viewers watched on Twitch, and there are more campaigns planned for 2022.

The Strive Group are excited to be creating developmental pathways in -

- Esports/Gaming
- Youth Work
- Horse Racing
- Music



EMAIL US TO FIND OUT MORE

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