

DEA Announces a Special Esports Event!

ONE
PILL CAN
KILL

GAME OVER TOURNAMENT

FEATURING
ROCKET
LEAGUE



SATURDAY

MARCH 2ND

7-9 PM (ET)

About the Game Over Campaign...

America is in the midst of a deadly opioid epidemic. The national rate of teenagers overdosing has tripled in the past two years. There is a need to reach this target audience with educational and awareness information particularly around the lethal dangers of illicit fentanyl. Doing so in an impactful way can be challenging as teens today are entrenched in a digital world. To meet that challenge, the Drug Enforcement Administration is taking the information battle directly to their digital world.

97% of American youth, ages 12-17, play video games. Leveraging this popularity by way of esports provides a unique mechanism to deliver DEA's life-saving message of "One Pill Can Kill" to this hard-to-reach demographic. To best do so, a methodology has been carefully crafted that effectively uses the esports platform, gaming influencers, announcers, color commentators, and pre-produced targeted video content to convey this important information.

About the Esports Event...

Sponsored by DEA, the **One Pill Can Kill Game Over Tournament** will feature Rocket League game play in a 2-hr tournament slated for **Saturday, March 2ND at 7PM (ET)**. Hosted by NJCAA esports, watch eight teams from the Pennsylvania area battle it out while game casters deliver exciting play-by-plays. Special guests will present vital information about the dangers of fentanyl and DEA's One Pill Can Kill campaign. Viewers can take a quiz for a chance to win a gaming console or accessories!

HOW TO WATCH: Catch the action on [twitch.tv/onepillcankill](https://www.twitch.tv/onepillcankill). **Saturday, March 2ND at 7PM (ET)** Please Note: You will need a twitch account to participate in the chat.

How You Can Help

Social Media Engagement: Sharing information, updates, and content related to the tournament on social media platforms like X, Instagram, Facebook, and LinkedIn can significantly boost visibility. Engage with official tournament posts by liking, commenting, and sharing. **#OnePillCanKill #OPCKGameOver #JustKNOW #OpEngage**

Share with your network: Share the tournament information with your network, friends, family, and colleagues. This can spark interest in those who might not be aware of it.

Watch the Event: Join us for the tournament! A lively crowd can enhance the broadcast, and engaging in the chat can help us push the One Pill Can Kill message.

Watch Parties: Hosting or organizing watch parties, either virtually or in person, can create a communal experience. This not only promotes the tournament, but also strengthens the esports community and helps us reach viewers with DEA's life-saving messaging.



TAKE the Fentanyl
Facts QUIZ for
a chance to
WIN!!

Prizes include:
**GAMING
CONSOLES
GAMING
ACCESSORIES**

For more information: Please contact Frank J. McCartney at FrankJ.McCartney@dea.gov or visit the event web site page: <https://www.dea.gov/gameover>.