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Inverse Presents “Button Mashers” in Partnership with Coca-Cola and Twitch TV

The Gaming Series Launch Party Will Be on Feb. 22 in SoHo

New York, New York (February 7, 2018) - Inverse announced today the launch of an original series, “[Button Mashers](#),” to launch **Thursday, February 22, 2018**. In partnership with Coca-Cola and Twitch TV, this pop-up event will have the 3 winners from the #ButtonMashers2018 campaign compete in a League of Legends tournament. The tournament will be live streamed on Instagram [@inverse](#) and Facebook [@ButtonMashers](#). The winner will win a VIP ticket to Twitch’s annual TwitchCon this Fall.

The series launch will be held in SoHo at VFILES, 12 Mercer St, from 7pm-10pm. Attendees include: eSports influencers, League of Legends’ youngest professional gamer, Osama Alkhalailegh, and American professional mixed martial artist Demetrious Johnson who is the ultimate gamer on his downtime. The Button Mashers event will feature a mixologist on-site serving up specialty themed cocktails, Coca-Cola beverages and cupcakes. Additionally, limited edition Button Mashers swag will be up for grabs!

For media credentials to the Button Mashers launch party, please contact: janedoe@gmail.com

About Inverse:

Inverse is a next-generation digital media company covering the future of innovation, science, and culture for a millennial male audience. Through original reporting, videos, news coverage, opinion, and analysis, Inverse provides its audience with a forward-looking view on everything from space travel, to how the brain works, to what show they should be binge-watching next. Inverse has grown considerably since launching in 2015, and is based in New York and San Francisco. For more information visit <http://www.inverse.com>

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