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RAZER LAUNCHES NEW CAMPAIGN TO EMPOWER WOMEN IN GAMING

New “Game On, Girls!” initiative aims to support women gaming-content creators

IRVINE, Calif. – To commemorate Women’s History Month, Razer’s new “Game On, Girls!” initiative will invest 5% of all profits made in March into a grant that is awarded to women who are dedicated to breaking into the video game streaming industry.

Despite over 48% of gamers across the globe identifying as female, about 90% of gaming content creators are male, according to Deloitte Insights. Through Razer’s “Game On, Girls!” initiative, women gamers committed to becoming full-time content creators will be empowered to invest in their gaming equipment and other streaming expenses. The support provided through this grant would be a critical resource for women in the video game streaming industry, where a significant disparity of encouragement and brand support has benefited men, according to Mintel.

For the past 20 years, Razer has been committed to developing cutting-edge gaming hardware made “For Gamers, By Gamers.” As one of the world’s leading gaming hardware brands, Razer has earned some of the most prestigious industry awards including eight “Best of CES 2023” awards by the Consumer Electronics Show. Beyond gaming hardware, Razer is also a major name in the video game streaming industry through the Razer Creator Program. Through this initiative, Razer has partnered with content creators of varying audience sizes that demonstrate a dedication to success.

“Game On, Girls!’ will allow Razer to champion an integral part of the gaming community that is often overlooked,” said Razer Chief Strategy Officer Li Meng Lee.

The “Game On, Girls!” initiative will encompass all Razer product sales made in the United States. Grant recipients will be announced in April 2025.

To learn more about “Game On, Girls!” visit Razer.GG.com.

The target audiences are Razer customers, women aged 20-30 interested in video games and fans of major Twitch streamers. The intended news outlets for this release are technology publications including WIRED and PC Pro along with video game magazines such as Game Informer and IGN.