



LENOVO LEGION ANNOUNCES THE WINNER OF THE GAMING APPRENTICESHIP

- *Hundreds of entries submitted for the Lenovo Legion Apprenticeship after research reveals 6 in 10 Aussies consider a career in gaming*
 - *6 in 10 would consider a career in gaming, but only 19% know how to achieve this*
- *Winner announced is New Zealand based Amy Campbell a digital media trained fitness instructor who is looking to break into the games industry*

Sydney Australia, Wednesday 8 July 2020: Lenovo has today announced the winner of The [Lenovo Legion Apprenticeship](#), an initiative designed to equip the everyday gamer with the right technology and professional tips to develop their skills and highlight the professional opportunities available in gaming.

The Legion Apprenticeship was created as new research finds as many as 6 in 10 Australians aged 16 – 45 say they would consider a career in gaming, but only 19% know what steps to take to break into the industry. More surprisingly, only 11% are aware of the full breadth of gaming careers available.

Launched in June 2020, gamers who are hungry to turn their hobby into their career were encouraged to submit a video that showed their personality, passion for gaming and creativity.

The response was overwhelming, with over hundreds of entries received during the application process in just two weeks.

Lenovo Gaming Business Development Manager for Australia and New Zealand, Ben Williams, said: “We’ve been overwhelmed by the volume and quality of the applications received. The future of Australia and New Zealand’s gaming industry will be incredibly bright if it’s filled with the talent we’ve had the pleasure of meeting virtually over the last few weeks”.

Despite there being so many deserving winners, Lenovo could only choose one to be the Lenovo Legion Apprentice.

Introducing the Lenovo Legion Apprentice

Meet Amy Campbell, A.K.A, [SassQueenAmy](#).

Amy stood out as a truly passionate gamer who is continually striving to land a career in the industry she loves. Engaging in studies, side-hustles and streams, this New Zealand-based fitness instructor-by-day has what Lenovo believes it takes to make it in the industry.

Amy has consistently demonstrated her motivation to work in gaming through starting out freelancing for gaming publications, to studying Game Design and Digital Media at University.

Amy Campbell, commented: “I’m delighted to be selected as the Lenovo Legion Apprentice. I cannot wait to share my love for gaming with the broader community and I am excited to meet, and learn from, the mentors selected for this program. With COVID-19 massively disrupting my working life, I had the time to consider what I value and what I want to put out into the world. A timely reminder for me to continue to pursue my dream – which can be difficult without the right guidance.”

As the successful applicant, Amy will receive \$5,000 and the latest Legion equipment to hone in her game development skills but also be exposed to competitive esports and streaming verticals. Amy will be gifted the latest Legion 5Pi laptop that offers great gaming performance with the latest Intel® Core



processors and Legion TrueStrike keyboard coupled with a minimalist design to balance out style and adrenalin for gaming on the go. Over the coming weeks, Amy will receive three 1:1 training sessions to learn more about the key aspects of gaming and help drive her career goals forward.

Amongst the trainers will be well known Australian TV presenter, Twitch broadcaster, Author and video game critic **Stephanie 'Hex' Bendixsen** along with **Ashley Ringrose** Founder of Indie Developing Studio **SMG Studios**. As well as, representatives from the **University of Queensland Union Esports** and radio Anchor, Founder and Managing Director of Game On AUS and General Manager of Pentanet.GG Esports, **Pete Curulli**.

When asked why Amy was chosen to be the Legion Epprentice, **Lenovo's Ben Williams**, commented: "Amy has not only demonstrated an interest in a career in the industry by pursuing freelancing writing gigs for gaming publications, but has continually sought to expand her knowledge of the industry through education. With a broad ranging interest spanning a number of fields in gaming, we think Amy will thrive with the diverse lessons and mentorship offered through the Epprenticeship."

– ENDS –

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Notes to the editor

About the competition

Lenovo Legion open a competition to search for a passionate, knowledge-hungry gamer who is ready to bring their skills to the next level with tips from some of the biggest names out there. Applications were open from 15 June until 28 June 2020. Find more information [here](#).

About the research

- The Lenovo Legion Study was conducted online between 28 May – 1 June 2020 on the YouGov Galaxy Omnibus. The sample comprised of 1,011 Australians aged 16 years to 45.

About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a US\$45 billion Fortune 500 company with a vision to become the global leader in Intelligent Transformation through smart devices and infrastructure that create the best user experience. Lenovo manufactures one of the world's widest portfolio of connected products, including smartphones (Motorola), tablets, PCs (Thinkpad, Yoga, Lenovo Legion) and workstations as well as AR/VR devices and smart home/office solutions. Lenovo's next generation data center solutions (ThinkSystem, ThinkAgile) are creating the capacity and computing power for the connections that are changing business and society. Lenovo works to inspire the different in everyone and build a smarter future where everyone thrives. Follow us on LinkedIn, Facebook, Twitter, Instagram, Weibo, or visit us at <http://www.lenovo.com/>.



Lenovo Legion Next Generation Laptops

The latest Generation of Lenovo Legion PCs powered by Intel core processors offer a solution for everyday computing and hard core gaming for gamers on the go. Stylish on the outside, savage on the inside the five new models offer a unique blend of uncompromised engineering and industrial design.

Get the latest Lenovo Legion 5P featuring Intel® Core™ i7 processor for as little as \$2060 AUD, now! Visit LegionEpprentice.com.au for more information.