REFINERY29 LAUNCHES INCLUSIVE GAMING CHANNEL ON TWITCH

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LOS ANGELES, 30 SEPTEMBER 2022 - Refinery29 (part of VICE Media Group), the leading creative global platform for young people and underrepresented voices, has launched on Twitch. The channel features live interviews and experiences hosted by Refinery29 editorial experts across fashion, beauty and entertainment, as well as special guests from the Twitch world and beyond.

Refinery29 has already seen global success with its high-performing gaming vertical Good Game which celebrates gamers who are pushing the status quo, both online and offline. Now, Refinery29 are using Twitch to connect directly with the gaming audience, building an inclusive gaming community so that everyone is seen and feels heard.

Melissah Yang, Entertainment Director, Refinery29 and host: “We know that for women, LGBTQ+ and nonbinary folks specifically, a gap in representation exists in gaming. We also know that gamers’ identities are diverse and so are their interests. Refinery29’s ‘Good Game’ on Twitch is here to bridge that gap, and lead the way for lifestyle brands on the platform.”

R29’s first stream, which covered gaming and beauty with R29 Beauty Director Sara Tan, helped decipher the beauty industry’s growing interest in the gaming space, and featured body painter streamer Melissa Croft (MCroft07) walking us through a live tutorial. The stream has already hit over 245,000 views and continues to grow.

The next stream will be a discussion with Unbothered Culture Critic Ineye Komonibo and feature Black gamers who can speak on the specific challenges of misogynoir in gaming — and the wins Black women are securing in spite of it.

Refinery29 will stream on Twitch every Thursday at 2pm PT/5pm ET.