



First Ever Digital BEYBLADE BURST Championship Coming in October

17 Sep, 2020

The legendary BEYBLADE BURST franchise is hosting its inaugural digital BEYBLADE BURST Championship, the 2020 Beymaster Invitational. Hasbro has teamed up with ADK Emotions NY Inc. to select top brand fans including influential Bladers and digital influencers from the U.S. and select global markets to go head-to-head in the ultimate digital event. Viewers can tune in to watch the tournament kick off on Saturday, October 17, 2020 at 9am EST on Hasbro's official [Facebook](#) page. The finals will take place the following week, Saturday, October 24, 2020, where the Beymaster Invitational Champ will be crowned.

A global phenomenon originating in Japan in 1999, the BEYBLADE brand is in its third generation, with four animated seasons to date; BEYBLADE BURST, BEYBLADE BURST EVOLUTION, BEYBLADE BURST TURBO, and BEYBLADE BURST RISE. Today, the BEYBLADE BURST brand continues to be the ultimate battling experience with more than 40 million tops sold in generation 3 in over 20 countries (within Hasbro territories).

Twelve contenders from around the world will compete in a four-round head-to-head championship, with eliminations taking place every round. Fans can participate at home by casting their vote in the BEYBLADE BURST app to bring back a Fan Favorite participant to advance to the Semi-finals. The last Blader standing will take home the title of 2020 BEYMASTER INVITATIONAL CHAMPION and a \$10,000 prize.

Bladers can practice their skills in preparation for the tournaments with Hasbro's dynamic BEYBLADE BURST product line, featuring the new BEYBLADE BURST HYPERSPHERE technology and BEYSTADIUMS, which are specifically designed with a vertical wall and allow fans to battle on the brink and drop into victory! To further hone their skills, fans can download the BEYBLADE BURST app (available in the App Store and Google Play for supported iOS and Android devices) and join the more than 990 million online battles that have taken place around the world while testing out different top combinations in head-to-head battle or in multi-player tournament mode.

The BEYBLADE franchise was inspired by traditional Japanese battling tops called "Bei-Goma" and was originally created in 1999 by TOMY Company, Ltd. as a modern battling top system. ADK Emotions NY Inc., the fast-growing New York-based entertainment arm of Japanese contents and rights management company ADK Emotions Inc., handles the distribution of broadcast, non-toy merchandising and promotional rights for BEYBLADE BURST outside of Asia.

To learn more about the BEYBLADE BURST Beymaster Invitational, please visit [BeymasterInvitational.com](#). Fans can also stay updated on the latest BEYBLADE information on social media at [Facebook](#), [YouTube](#), [Twitter](#) and [Instagram](#).

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