

PRESS RELEASE — New Breed Agency x GRID

Tier 2 just leveled up: GRID and New Breed Agency partner to connect CCT's online ecosystem with PCC's premium LAN circuit

Copenhagen / Berlin — 30th of January, 2026 — GRID and New Breed Agency today announce a strategic partnership designed to raise the bar for Tier 2 Counter-Strike 2 — combining the scale and online reach of Champion of Champions Tour (CCT) with the premium offline competitive environment of Parken Challenger Championship (PCC).

CCT has developed into a globally established Tier 2 online ecosystem. PCC is designed to deliver a premium LAN environment. Built around a shared belief that Tier 2 teams deserve a clear, professional path to visibility and progression, the partnership will link **CCT's global online ecosystem** with **PCC's LAN circuit** creating new premium opportunities for the participating teams with partners' plans for deeper ecosystem integrations, crossover concepts, and commercial collaborations that can take both circuits to the next level.

The first crossover: PCC winners earn a CCT Global Finals 2026 wildcard slots

As the first activation of the partnership, the winners of the first two PCC LAN events in 2026 will receive a wildcard slot to the returning CCT Global Finals 2026 - an 8-team event with \$75,000 USD Prize-Pool, taking place from 23 to 26 April 2026.

The event will be held offline for the first time at the SAW Arena in Porto, Portugal, directly bridging PCC's LAN results into CCT's global competitive storyline.

Fabian Logemann, VP of Tournaments & Content at GRID, comments:

"Partnering with New Breed Agency is a natural step in our ambition to raise standards and give teams opportunities in Tier 2 Counter-Strike. PCC is building a high-quality LAN product with serious ambition, and this partnership helps connect our established online circuit with meaningful offline progression. This year is about proving the model and then scaling it."

Harry Wiggett, Head of Sponsorship at GRID, adds:

"CCT and PCC share a clear common vision: Elevate Tier 2 with professional standards, consistency, and a product that partners can build around. This partnership gives us the opportunity to forge stronger commercial programs and activations across both ecosystems — creating more value for teams, fans, and brands."

Atle Stehouwer, CEO & Founder of New Breed Agency, says:

"When we launched Parken Challenger Championship, I knew it was an ambitious leap of faith — a big bet on what Tier 2 should look like on LAN. That's why it means so much that GRID sees the value in New Breed Agency and in PCC's mission. We're honored and thrilled to build alongside a partner like GRID, and we can't wait to show the community what we'll be cooking together."

More details on additional crossovers and integrations will be shared during the 2026 season.

About GRID

GRID Esports is a data and technology platform powering competitive gaming—capturing every moment and play to transform raw game data into commercial and fan-facing opportunities. Trusted by Riot Games, Ubisoft, BLAST, ESL FACEIT Group, and other esports rights holders, GRID builds official data-powered products and distributes match data to regulated betting and media. By advancing technology and driving innovation, GRID is building the foundation for competitive gaming's data-driven future.

About New Breed Agency

New Breed Agency is a Danish esports and entertainment agency and the organizer of Parken Challenger Championship — a VRS-ranked CS2 LAN circuit hosted in Copenhagen.

Media contacts

GRID — Dominika Szot, VP Growth —
dominika@grid.gg

New Breed Agency — Atle S. Stehouwer-Brogli, CEO & Owner -
pcc@newbreedagency.com, +45 53638363