

NEWS RELEASE

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CONTACT: LJG Group – Esha Hand-Goodwin, 216.230.5441/ ehand@ljggroup.com

DJ Lily Jade and Ethlete Lab Academy Team Up to Power the Next Generation of Creators and Gamers

CLEVELAND, OH — April 16, 2025 — DJ Lily Jade, the 10-year-old DJ, media personality, and youth empowerment ambassador, has officially signed on as the newest brand ambassador for Ethlete Lab Academy, a youth gaming lounge in Lakewood, Ohio. The partnership blends gaming, music, and storytelling into immersive experiences that encourage creativity, confidence, and digital skill-building for youth ages 8–18.

As part of the collaboration, Lily will host her 11th birthday celebration at Ethlete Lab this May, a public event featuring a live DJ set, open-play gaming stations, and hands-on content creation. The celebration will also launch the DJLILYJADE discount code, offering exclusive savings for new memberships throughout the summer.

"DJ Lily represents everything Ethlete Lab Academy is about — creativity, confidence, and the courage to lead at any age," said Abby, Cofounder of Ethlete Lab Academy. "We're in business to use kids' passions — whether it's gaming, music, or content creation — and show them, and their parents, how those passions can serve them in the future. This partnership isn't just exciting; it's a powerful step in helping young people see their interests as strengths, and their creativity as a superpower."

- ABBY AYERS, Co-founder Ethlete Lab Academy

Beyond the birthday, the partnership includes monthly content creation days, co-branded Gamer Jam Sessions, and a special appearance at the Next Up! Youth Baseball & Softball Clinic at Cleveland's Historic League Park on May 30, where Ethlete Lab will host an on-site gaming demo for youth and families.

"This partnership isn't just fun it's educational," said DJ Lily Jade. "Whether it's hand-eye coordination through gaming or building confidence on the mic, we're showing kids they can be smart and creative at the same time."

From gaming lounges to community fields, DJ Lily Jade and Ethlete Lab Academy are creating relevant touchpoints where youth can play, grow, and lead all while feeling seen, celebrated, and inspired.

About Ethlete Lab Academy

Located in Lakewood, Ohio, Ethlete Lab Academy is a youth-focused gaming lounge for kids and teens ages 8–18. The space is dedicated to skill development, social interaction, and confidence-building through the power of esports, teamwork, and creative play. www.ethletelabacademy.com

About DJ Lily Jade

DJ Lily Jade is a 10-year-old author, Forbes 30 Under 30 Cleveland honoree, and host of *The Lily Jade Show* on WOJU 95.9 FM. She also co-hosts *More Childhood, Please*™ on WKYC Channel 3 with Akron Children's Hospital. Known for her electric mixes and empowering message, Lily uses music, media, and storytelling to uplift young voices nationwide. www.thelilyjadeshow.com