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Signature Abu Dhabi Entertainment Destination Yas Island Launches on Roblox with Super League

SANTA MONICA, Calif., Aug. 24, 2023 (GLOBE NEWSWIRE) -- [Super League](#) (Nasdaq: SLGG), a global leader in providing immersive experiences across the world's largest metaverse gaming platforms, has developed [Yas Island Tycoon](#) for Roblox, a global immersive platform where 66 million people connect and communicate daily.

Yas Island Tycoon brings to life [Yas Island](#), the world-renowned leisure and entertainment destination located in [Abu Dhabi](#). Through high engagement design and narrative play, the experience offers users a thrilling journey through key Abu Dhabi landmarks on Yas Island and beyond, including SeaWorld Yas Island, Abu Dhabi, Yas Marina Circuit, Etihad Park, Aldar Square, twofour54's Yas Creative Hub, and an Experience Abu Dhabi dedicated area featuring Louvre Abu Dhabi, Mamsha Al Saadiyat, Sir Bani Yas Island, Al Ain Oasis and Al Jahili Fort.

The attractions within the virtual environment are situated across a space representing 15 square miles in the real-world, enabling endless exploration and interaction within a socially-engaging world, fostering entertainment, education, and cultural immersion on a global scale.

"Super League is proud and grateful to have been chosen by a consortium of signature Abu Dhabi entities to bring Yas Island to life, full of iconic Abu Dhabi attractions, in one of the most expansive tycoon experiences on Roblox," said Matt Edelman, President and Chief Commercial Officer of Super League. "The commitment of such a distinguished group is evidence that the global travel and tourism industry is waking up to the possibilities to attract visitors, residents, and corporations through imaginative experiences on immersive platforms. We are excited to have been given the opportunity to be pioneers in this huge market."

To start your virtual adventure, visit the Yas Island virtual experience on Roblox: [Yas Island Tycoon](#)

About Super League

Super League (Nasdaq: SLGG) is a leading strategically-integrated publisher and creator of games and experiences across the world's largest immersive digital platforms. From metaverse gaming powerhouses such as Roblox, Minecraft and Fortnite, to the most popular Web3 environments such as Sandbox and Decentraland, to bespoke worlds built using the most advanced 3D creation tools, Super League's innovative solutions provide incomparable access to massive audiences who gather in immersive digital spaces to socialize, play, explore, collaborate, shop, learn and create. As a true end-to-end activation partner for

dozens of global brands, Super League offers a complete range of development, distribution, monetization and optimization capabilities designed to engage users through dynamic, energized programs. As an originator of new experiences fueled by a network of top developers, a comprehensive set of proprietary creator tools and a future-forward team of creative professionals, Super League accelerates IP and audience success within the fastest growing sector of the media industry. For more, go to superleague.com.

About the Department of Culture and Tourism – Abu Dhabi

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organizations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture, creative and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

For more information about the Department of Culture and Tourism – Abu Dhabi and the destination, please visit: dctabudhabi.ae and visitabudhabi.ae

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Source: Super League Gaming