

GAMEGENIC AND TOLARIAN COMMUNITY COLLEGE ANNOUNCE NEW PARTNERSHIP



Press release, June 22, 2026

Gamegenic is thrilled to announce a renewed collaboration with Tolarian Community College (TCC), the number one Magic: The Gathering YouTube channel, on their hit show Shuffle Up & Play.

After collaborating on the record-breaking 2022 Kickstarter campaign that gave rise to the acclaimed The Academic deck box series, Gamegenic is now officially supporting TCC's hugely successful gameplay series Shuffle Up & Play as its exclusive accessories partner. It goes without saying that Gamegenic will provide its ingenious product range and other amazing items for the show's guests to use and enjoy during episodes.

With its 1.3 million subscribers, Tolarian Community College is the biggest content creator for Magic: The Gathering on YouTube, providing in-depth reviews, insights, and gameplay for over a decade.

In his widely popular gameplay show "Shuffle Up & Play", host Brian "The Professor" Lewis welcomes a rotating cast of guests to face off in various formats and playstyles of the world's leading trading card game.

The series will showcase how Gamegenic's innovative accessories seamlessly blend quality, style, and maximum protection to deliver an unparalleled gameplay experience for every MTG player.

"The Kickstarter for The Academic is what allowed us to make the show a reality. And in that sense, Gamegenic has been with Shuffle Up & Play since the beginning. So, it is very fitting that, starting with season five, Gamegenic will be one of our premier sponsors", explains The Professor. "If ever there was a gaming accessories company to partner with, for me it would be Gamegenic."

Adrian Alonso, Head and Founder of Gamegenic, adds: "Over the years, The Professor has become one of the most trusted voices in the Magic: The Gathering community, and we are incredibly proud that Gamegenic has consistently earned some of his highest praise, ratings, and recommendations. Becoming the accessories brand he trusts has been a great honor and continues to inspire us to keep innovating and creating the best accessories for players. Supporting Shuffle Up & Play feels like a natural fit for both of us. We believe that great games and products bring people together. After all, as The Professor says, when we gather together, we make magic!"

The first "Shuffle Up & Play" episode introducing this exceptional partnership will air on **June 29, 2026**.

Contact

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About Gamegenic

Based in Essen, Germany, Gamegenic was established in 2019 with the explicit mission to improve gaming supplies – such as premium boxes, binders, and sleeves – by combining quality with innovation, functionality, and appealing design. Gamegenic is a company founded by experienced professionals and passionate gamers. Each product results from years of know-how in the industry. Find Gamegenic on social media: [Instagram](#), [Facebook](#), [Bluesky](#), [TikTok](#), [YouTube](#).

About Tolarian Community College

Tolarian Community College is the #1 Magic: The Gathering channel featuring product reviews and unboxing videos, gameplay tips, tricks and strategy, lore, online analysis, and how to play this amazing card game. Follow TCC on YouTube: www.youtube.com/@TolarianCommunityCollege