

Emirates delivers NBA Cup to New York

- A Monitor Desk Report

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Dubai: The Emirates NBA Cup trophy touched down in New York yesterday (12 November) to coincide with the start of the Emirates NBA Cup 2024, following its journey from the airline's hub in Dubai. As the Official Global Airline Partner of the NBA and the inaugural title partner of the Emirates NBA Cup, the airline transported the coveted trophy in style on its iconic Airbus A380 emblazoned with an eye-catching NBA livery.

The highly anticipated tournament tipped off on 12 November and is set to culminate with a Championship game on 17 December in Las Vegas. The new Emirates A380 NBA-themed livery was unveiled last month, featuring a striking design complete with a vibrant blue fuselage complemented by bright red engine cowls to celebrate the partnership.

NBA legend James Worthy accompanied the trophy as it made its way from Dubai. On touchdown in New York, the trophy was handed to NBA

Commissioner Adam Silver and Emirates Senior Vice President Commercial Operations, West, Thierry Aucoc, to mark the start of the tournament.

The special flight took the game to the next level, with basketball-themed cabin décor across all classes, capturing the spirit of the game. Customers across all classes indulged in food and hot snacks served in NBA-branded boxes as part of the airline's curated basketball themed menu and were able to watch NBA classic games on the airline's in-flight entertainment system, etc. Select live Cup games will be enjoyed onboard throughout the tournament.

Emirates customers were greeted onboard with a special PA announcement delivered by Worthy, building excitement for the unforgettable flight. Customers also received a host of commemorative memorabilia to mark the occasion, including limited edition replica aircraft models in the newly rolled out NBA livery in addition to luggage tags, NBA-branded polaroid photo frames and more.

Coinciding with the Emirates NBA Cup, from now and until 17 December, customers will experience on-board NBA inspired products and services on flights when travelling to-and-from 13 points in the U.S. and Canada. Before flights, from now and until 22 November, customers can also enjoy an NBA-themed food and beverage menu at Emirates' lounges in Dubai, New York JFK, San Francisco, Los Angeles and Boston.

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