



**WATCH:** *WNBA Canada Game presented by Tangerine partner TV spot*

## **2024 WNBA CANADA GAME PRESENTED BY TANGERINE IN EDMONTON TO FEATURE 14 MARKETING PARTNERS**

*– Los Angeles Sparks and Seattle Storm to Play Preseason WNBA Game on Saturday, May 4 at Rogers Place in Downtown Edmonton; Fans Can Purchase Tickets at [Ticketmaster.ca](https://www.ticketmaster.ca) –*

**TORONTO**, April 30, 2024 – The Women’s National Basketball Association (WNBA) today announced that 14 Canadian marketing partners will support the 2024 WNBA Canada Game presented by Tangerine through a variety of events and fan activations. The 2024 WNBA Canada Game presented by Tangerine will feature the Los Angeles Sparks and the Seattle Storm playing a preseason game on Saturday, May 4, 2024 at Rogers Place in Edmonton, AB.

The matchup, which will mark the WNBA’s second game in the country, will air live in Canada on TSN, and in the U.S. on WNBA League Pass. Ticket and event information is available at [WNBACanadaGame.com](https://www.WNBACanadaGame.com).

First-time WNBA Canada Game partners Ace Liquor, Amex, Gatorade, Maybelline New York, Roots and Subway join a lineup of returning partners including Tangerine (presenting partner), Air Canada, Bell, Canadian Tire Corporation, DoorDash, Peace Collective and Sun Life. Partner activation highlights include:

### **Tangerine Bank:**

- As the first foundational partner of the WNBA in Canada, Tangerine continues its commitment to women’s sports and the development of female leadership as the presenting partner of the WNBA Canada Game.
- The WNBA and Tangerine will create memorable experiences across Edmonton, including Ball Drops where fans could win prizes, and engaging projections of WNBA logos at several prominent locations, all of which will visually represent the growth of basketball in Canada and light up the city.
- Tangerine will host a basketball clinic featuring an all-female staff for 70 youth in Edmonton and provide fans across Canada with a chance to win courtside seats to the game.

### **Ace Liquor:**

- The WNBA Canada Game will serve as a cornerstone of Ace Liquor’s 2024 community activations, where the brand will tip off a season-long campaign focused on championing professional and local teams.
- Ace Liquor will promote the game across its social and digital platforms and give fans the opportunity to win instant prizes by participating in interactive games on the concourse.

### **Air Canada:**

- Air Canada, a longstanding partner of Canadian sports and a proud champion of gender equality, has renewed its collaboration around the WNBA Canada Game.

- Air Canada’s WNBA Fan Flight has been awarded to the Airdrie Calgary U-17 Girls team, who will fly to Edmonton to attend the game and participate in a private basketball clinic.
- Supporting passionate WNBA fans from across North America, Air Canada will provide up to a 12% discount on its flights to and from Edmonton in advance of the game. Conditions apply and are available [here](#).

#### **Amex**

- Amex is the presenting partner of “WNBA Goods presented by Amex”, a retail platform designed to promote and empower Canadian female entrepreneurs in celebration of the WNBA Canada Game. A limited-edition collection of WNBA-themed merchandise from women-founded or owned independent businesses is now available at [WNBACanadaGame.com](http://WNBACanadaGame.com).

#### **Bell:**

- Showcasing its commitment to diversity, inclusion and creating stronger communities, Bell will host a community basketball clinic for a group of 30 young female athletes in Edmonton as part of the “Bell for Better” program.

#### **Canadian Tire Corporation:**

- Canadian Tire Corporation (CTC) is a proud champion of gender equity in sport. As the first Canadian company to make a 50/50 equity commitment to investing in professional women's sports, CTC is thrilled to team up with the WNBA for an industry expert panel discussion on maximizing the momentum surrounding women's basketball.
- During the WNBA game, Canadian Tire and Sport Chek will add to the in-game experience with interactive fan giveaways, courtside signage and host a local girls' basketball team.

#### **DoorDash:**

- As the official on-demand delivery platform of the WNBA and presenting partner of the Jr. NBA League and the Jr. WNBA League, DoorDash is proud to continue empowering and supporting girls’ basketball across Canadian communities.
- DoorDash will host a basketball clinic led by the WNBA for select young women from Amiskwaciy Academy in Edmonton.

#### **Explore Edmonton:**

- Explore Edmonton will bring its newly created “This is The Game” campaign to life, which highlights the City of Edmonton’s commitment to hosting world-class women’s amateur and professional sporting events; this dates back to 1915 with the Edmonton Grads, a women’s basketball team who dominated international competition for 25 years.
- Explore Edmonton will support several activations across the city, including a large-scale activation that will be unveiled on Thursday, May 2, fan events, and a court refurbishment.

#### **Gatorade:**

- Gatorade will continue to celebrate women’s sports achievements through custom content and in-arena signage, while fuelling Sparks and Storm players throughout the game. This includes Sparks guard, Gatorade athlete, and Hamilton, ON native Kia Nurse.

#### **Maybelline New York:**

- Through the WNBA Canada Game, Maybelline New York has extended its “Brave Together” program to the women’s basketball court. Through in-arena promotions and product giveaways on the concourse, the brand aims to further support and amplify the conversation on mental health awareness and provide the BRAVE training.

- Brave Together is Maybelline New York’s long-term program dedicated to destigmatizing the conversation around mental health, with a goal of helping 1 million people access one-to-one support by 2025. For more information visit [maybelline.ca/brave-together](https://maybelline.ca/brave-together).

#### **Subway:**

- Subway is proud to support the WNBA Canada Game, in addition to its marketing partnership with the NBA in Canada. On gameday, fans can stop by the Subway concourse activation to help build a giant mural and design team friendship bracelets.
- Subway will also host a clinic for youth players from Backyard Basketball Academy in Edmonton, who will also play on the court at halftime of the WNBA Canada Game.

#### **Sun Life:**

- Sun Life will host a Women in Leadership WNBA Fantasy Camp featuring a basketball clinic run by the WNBA and NBA, and highlight its commitment to health, equity, and growing the game of basketball through in-arena signage.

Retail partners include:

#### **Peace Collective**

- Peace Collective has collaborated with the WNBA on an extensive in-arena assortment for the game in Edmonton. Peace Collective’s WNBA-branded apparel includes t-shirts, fleece and headwear, as well as Seattle Storm and Los Angeles Sparks team merchandise.
- The 2024 WNBA Canada Game collection will be available to purchase on May 3, and will also include WNBA merchandise for all WNBA teams.

#### **Roots**

- For the first time, the WNBA will collaborate with iconic Canadian brand Roots to create an exclusive three-piece WNBA-branded retail leather collection which includes a key pouch, medium pouch and bag charm.
- Roots will also create custom accessories for participating WNBA players.

The 28<sup>th</sup> WNBA season will tip off on Tuesday, May 14 and run through Thursday, Sept. 19. Fans in Canada can watch WNBA games across Sportsnet, TSN, NBA TV Canada, WNBA League Pass and other platforms.

For more information, fans in Canada can follow the WNBA on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#), and the NBA on [Facebook](#), [Instagram](#), [TikTok](#) and [X](#). Official WNBA merchandise is available at the NBA Store in Canada at [NBAStore.ca](https://NBAStore.ca).

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