



HOME OF DUBAI'S BASKETBALL

Dubai Basketball Club is ready to hit the court at Coca-Cola Arena

Witness history in the making at the Home of Dubai's Basketball.



Dubai, UAE, 27 August 2024: Get ready for a slam dunk season as Dubai Basketball Club makes its debut in the ABA (Adriatic) League, bringing top-tier European basketball to Dubai's Coca-Cola Arena. Dubai's first international sports franchise team will tip off at home on Sunday 22nd September 2024 against reigning champions, Crvena Zvezda (Red Star).

Basketball fans eager to be part of this historic season can sign up now for the exclusive Coca-Cola Arena pre-sale. Founding season pass holders will be the first to receive home game fixtures, access to priority reserved seating for all 15 home games, fast track entry, discounts on official merchandise, opportunities to meet & greet players throughout the season as well as premium game day food & beverage experiences. Season Passes range from Floor Seats to Premium and Grandstand options with prices starting at 1,750 AED for the entire season.

Head Coach Jurica Golemac promises an electrifying season ahead, 'This is a historical season, the first season of Dubai Basketball Club in the Adriatic League. We are all very excited and dedicated every day to create a legacy. We are preparing to come to Dubai and come to Coca-Cola Arena. This is just the beginning of our journey, and I am sure of one thing, this team is never going to give up, for sure we're going to hustle and we're going to fight like there is no tomorrow.'

Limited membership capacities available, register now at coca-cola-arena.com

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For media inquiries and further information, please contact:
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About Coca-Cola Arena

Opened in June 2019, Coca-Cola Arena has revolutionised the live entertainment industry in the UAE and throughout the Middle East. Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by ASM Global, the world's leading venue management and services company.

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About Dubai Basketball Club

Dubai Basketball Club is a newly established sports franchise envisioned by its Chairman and Owner, Abdulla Saeed Al Naboodah. Established in 2022, it's the first professional basketball team in the region to compete in a European league. The club will kick off its inaugural season in the ABA (Adriatic Basketball Association) League with aspirations to join the EuroLeague in the near future. It will call Coca-Cola Arena its home court and will have its training facilities at Shabab Al Ahli. Dubai Basketball Club aims to become the first-ever club all residents and citizens can call their "home team" Dubai Basketball Club.