

Beat: Sports

## **HARLEM GLOBETROTTERS PARTNER WITH TICKET MARKET LEADER GALAXY**

### **THREE YEAR PARTNERSHIP**

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**USPA NEWS** - The world famous Harlem Globetrotters decided to partner with the sports and entertainment industry's leading source for tickets on the secondary ticket market, Ticket Galaxy. The Globetrotters EVP of Live Event Marketing...

The world famous Harlem Globetrotters decided to partner with the sports and entertainment industry's leading source for tickets on the secondary ticket market, Ticket Galaxy. The Globetrotters EVP of Live Event Marketing Mike Kenney said 'Our 2015 tour marked a record-breaking year in ticket sales, and we are looking at this partnership to help us expand on that success.'

Steve Kobelski, President of Ticket Galaxy said 'The Globetrotters are one of the world's most beloved sports and entertainment franchises and give even more to the community off the court than they do on it. We're extremely proud to partner with them and help fans everywhere experience the magic of their 90th anniversary tour.' Ticket Galaxy will receive in-game brand integration, online promotion and rights to use Harlem Globetrotters trademarks in promotional materials.

On september 15, 2015, Harlem Globetrotters walked the runway for the first time ever to unveil new uniforms at the Fashion Week in New York. To celebrate their 90th anniversary, they unveil a fashion line and commemorative uniforms created by television star and fashion designer Angela Simmons at the annual KIA STYLE360 showcase. Globetrotters stars Cheese chisholm, Thunder Law and Smooth Staples modeled.

#### **Article online:**

<https://www.uspa24.com/bericht-5600/harlem-globetrotters-partner-with-ticket-market-leader-galaxy.html>

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#### **Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
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