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## **FOR IMMEDIATE RELEASE**

### **ORLANDO MAGIC MOVE G LEAGUE TEAM TO OSCEOLA HERITAGE PARK**

#### ***Osceola Magic begin play at Silver Spurs Arena for 2023-24 season***

Kissimmee, FL – The Orlando Magic will relocate its NBA G League affiliate to Kissimmee, FL, and it will be rebranded as the Osceola Magic. Their new home will be in Osceola Heritage Park, beginning play at Silver Spurs Arena in November 2023, CEO and Managing Partner Alex Martins announced today.

"We are excited to bring the Magic and NBA G League basketball to Osceola County, Kissimmee and Osceola Heritage Park," said Martins. "We would like to thank Osceola County Chairwoman Viviana Janer, County Manager Don Fisher and Osceola Heritage Park General Manager Robb Larson in assisting us in making this move a reality. We look forward to being an invested community partner in Kissimmee and Osceola County."

"Osceola County's strategic planning continues to attract top tier organizations that share in our vision for the community," said Janer. "We are honored to have the Osceola Magic make their new home at OHP. When it comes to sports and entertainment, we already host many premium events and organizations. Today, I'm proud that the Orlando Magic organization is joining the list of marquee partners that call Osceola County and Osceola Heritage Park their home. We look forward to cheering on our new team and welcoming fans from all over to experience the magic of Osceola County."

"We're thrilled to welcome the Osceola Magic to our community and to Osceola Heritage Park," said Larson. "This partnership will not only bring exciting professional basketball games to Osceola County, but also provide opportunities to local businesses and tourism. We look forward to working closely with the team to create a memorable experience for fans and players alike."

The NBA G League is the NBA's official developmental league, preparing players, coaches, officials, trainers and front office staff for careers in the NBA, while acting as the league's research and developmental laboratory. The NBA G League features 30 teams – 28 with one-to-one affiliations with NBA franchises.

This past season, 46 G League players earned NBA Call-Ups, and the league saw its 900th Call-Up of all-time, as well as its 700th different player called up since the league was established in 2001. Throughout the NBA season, at least 54% of players on NBA rosters

had G League experience, with that number reaching as high as 58% during 2022-23 play. During the 2022-23 campaign, seven members of the Orlando Magic spent time in the G League with their affiliate (R.J. Hampton, Kevon Harris, Caleb Houston, Jonathan Isaac, Chuma Okeke, Admiral Schofield, Jay Scrubb).

The Orlando Magic's G League affiliate captured the 2021 NBA G League championship.

Jeff Weltman is the president of basketball operations for the Orlando Magic. Hans Steinbrenner is the president of the Osceola Magic, while Kevin Tiller serves as general manager for the Osceola Magic and Joe Barrer is the team's head coach. Trent Pennington is the assistant general manager.

Season and group ticket deposits for the 2023-24 season are now being accepted by calling (407) 447-2140, visiting [OsceolaMagic.com](https://www.OsceolaMagic.com) or emailing [info@OsceolaMagic.com](mailto:info@OsceolaMagic.com).

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#### ABOUT OSCEOLA HERITAGE PARK

Osceola Heritage Park is "Where Central Florida Comes To Play." The 200-acre entertainment complex in Kissimmee, Florida, features the 10,000-capacity Silver Spurs Arena; 48,000-square-foot Events Center; the 7,000-square-foot state-of-the-art Heritage Club; the 5,400-seat Osceola County Stadium; and festival grounds capable of accommodating up to 50,000 guests. The venue, managed by ASM Global, is dedicated to bringing world-class entertainment to Osceola County while providing a home for community and philanthropic events. For more information, please visit [OHPark.com](https://www.OHPark.com).

#### ABOUT ASM GLOBAL

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. For more information, please visit [ASMGlobal.com](https://www.ASMGlobal.com).

#### ABOUT THE ORLANDO MAGIC

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. Under the DeVos family's ownership, the Magic have seen great success in a relatively short history, winning six division championships (1995, 1996, 2008, 2009, 2010, 2019) with seven 50-plus win seasons and capturing the Eastern Conference title in 1995 and 2009. Off the court, on an annual basis, the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise and grants. Orlando Magic community relations programs impact an estimated 100,000 kids each year, while a Magic staff-wide initiative provides more than 7,000 volunteer hours annually. In addition, the Orlando Magic Youth Foundation (OMYF) which serves at-risk youth, has distributed more than \$28 million to local nonprofit community organizations over the last 33 years. The Magic's other entities include the team's NBA G League affiliate, the 2021 G League champion Osceola Magic, which began play in the 2017-18 season in nearby Lakeland, Fla.; the Orlando Solar Bears of the ECHL, which serves as the affiliate to the NHL's Tampa Bay Lightning; and Magic Gaming, of the NBA 2K League, which began play in the spring of 2018. The Magic play their home games at the award-winning Amway Center, honored with TheStadiumBusiness Awards' 2013 Customer Experience Award and named SportsBusiness Journal's 2012 Sports Facility of the Year. For ticket information, visit [OrlandoMagic.com](https://www.OrlandoMagic.com) or call 407-89-MAGIC.

#### ABOUT THE OSCEOLA MAGIC

The Osceola Magic, newly based in Kissimmee, FL, is the NBA G League affiliate of the Orlando Magic. One of 30 teams in the NBA G League, the Magic recently won the 2021 NBA G League Finals. For future information about tickets, merchandising and much more, visit [OsceolaMagic.com](https://www.OsceolaMagic.com). You can also follow us on Instagram, Facebook and Twitter - @OsceolaMagic.

#### ABOUT THE NBA G LEAGUE

The NBA's official minor league, the NBA G League prepares players, coaches, officials, training and front-office staff for the NBA while acting as the league's research and development laboratory. Featuring 30 teams, 28 with direct affiliations to NBA franchises for 2022-23, the league offers elite professional basketball at an affordable price in a fun, family-friendly atmosphere. A record 47 percent of all players on 2022-23 NBA opening night rosters boasted NBA G League experience. In fostering the league's connection to the community, its teams, players and staff promote health and wellness, support local needs and interests, and assist in educational development through NBA Cares programs.