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Press Release

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IMMEDIATE

Limited-Edition MetroCards Herald 2015 NBA All-Star Game in New York

Subways, Buses and LIRR Directly Serve Both Venues Hosting Game Events

The National Basketball Association is celebrating the All-Star Game's return to New York with a new branded MetroCard touting the city's two home basketball teams, the New York Knicks and the Brooklyn Nets. The city last hosted the NBA All-Star Game in 1998.

The NBA has purchased a double-sided ad run of 600,000 MetroCards for distribution ahead of the 64th annual All-Star Game weekend on February 13 to 15. Game-related events will take place at Madison Square Garden in Manhattan, Barclays Center in Brooklyn, as well as other locations throughout the city.

Since the MTA began selling ad space on the fare card, the MetroCard has become the premier way for sports advertisers to reach a diverse audience. The Brooklyn Nets launched the 2014-2015 season with a branded fare card, and the New York/New Jersey Super Bowl Host Committee commemorated Super Bowl XLVIII last year with a series of four different MetroCard designs. The MTA produces 4 million to 5 million MetroCards every month.

The 2015 NBA All-Star Game MetroCard is a treat for fans of New York's two teams as both are featured in a design that references the New York City Transit subway map, the system's iconic signage and the tile mosaics used in subway stations. The front of the card carries the motto for this year's event: "New York Takes Center Court."

Eagle-eyed fans can also spot a special 10-car subway train wrapped in a design featuring NBA All-Star Game players on the train's interior and exterior. It is currently in service on the Line.

The branded MetroCards serve as a reminder that the MTA is the easiest way to get to events since the two game venues are served directly by the Long Island Rail Road and multiple subway and bus lines. Fans can get to Madison Square Garden by taking to 34 St-Penn Station, to 34 St-Herald Sq, the LIRR to Penn Station, or M4, M7, M20, M34, and Q32 bus lines. Barclays Center is served by the lines, to Lafayette Av, to Fulton St, the LIRR to Atlantic Terminal, or the B25, B26, B38, B41, B45, B52, B63, B65, and B103 buses.

"Both of the venues for this year's All-Star Game events are on top of major transportation hubs for Long Island Rail Road and New York City subways and easily reached by several local bus lines," said Paul J. Fleuranges, MTA's Senior Director of Corporate and Internal Communications. "Whether it's the bus, commuter rail or the subway, the MTA is the best way to get to the games without having to worry about traffic or parking."

MTA New York City Transit will increase subway service after the events at Barclays Center to accommodate fans leaving the venue. LIRR customers leaving Barclays Center can take advantage of the late night train schedule, which is available on the MTA website.

The NBA All-Star MetroCards are available at station booths and MetroCard Vending Machines at 13 subway stations beginning this week. The stations are:

- Times Square-42 St
- 42 St-Port Authority Bus Terminal
- Grand Central-42 St
- 34 St-Penn Station LIRR
- 34 St-Penn Station LIRR
- 34 St-Herald Sq
- 14 St-Union Sq
- 59 St-Columbus Circle
- Court St
- Borough Hall
- Atlantic Av-Barclays Ctr LIRR
- Fulton St
- Lexington Av/59 St



NBA MetroCard Rear



NBA MetroCard Front