

****Media interested in attending the game presented by South African Tourism should reach out to directly to Max Strauss at brandcomms@hawks.com by 9 a.m. on Sunday, March 26.****



ATLANTA HAWKS PRESS RELEASE

FOR IMMEDIATE RELEASE: 3/24/23

HAWKS CONTACT: Max Strauss, Hawks Brand Communications, brandcomms@hawks.com

VISIT SOUTH AFRICA CONTACT: Justin Barnette, Head: Marketing & Comms North America, justin@southafrica.net

HAWKS TO BECOME FIRST U.S. PROFESSIONAL SPORTS TEAM TO PARTNER WITH VISIT SOUTH AFRICA FOR UNIQUE THEME NIGHT AT UPCOMING HOME GAME

Hawks To Celebrate South Africa as the 'Ultimate Vacation Destination' During Game Against Memphis This Sunday, March 26; One Lucky Fan Will Walk Away from Sunday's Game with a Trip to South Africa

ATLANTA – The Atlanta Hawks today announced that they will team up with Visit South Africa for a theme night for the team's home game against Memphis at 6 p.m. this upcoming Sunday, March 26th to celebrate the destination's diverse offerings and giveaway a trip to South Africa to one lucky winner. Building off the excitement around the recent non-stop service between Atlanta and both Cape Town and Johannesburg, the Hawks will be the first professional sports team in the United States to partner with Visit South Africa. Throughout the game, the Hawks will incorporate the sights and sounds of South Africa into various in-game activations.

"We are thrilled to partner with Visit South Africa to celebrate the country's unique tourist experiences this Sunday night at State Farm Arena, where our fans will see several unique integrations throughout the game," said Hawks Chief Revenue Officer Andrew Saltzman.

Prior to the game, the Hawks and Visit South Africa will host a happy hour event with key media and travel trade stakeholders as well as leadership from the Hawks. During the game, one lucky fan will win a trip to South Africa. Also taking place on the arena concourse, the ATL Hawks Dancers will perform a dance routine to popular music from South Africa. During the game, one lucky fan will win a trip to South Africa.

"As part of our ongoing programs to promote the Delta Air Lines' Atlanta-Cape Town/ Johannesburg routes specifically, and destination South Africa more broadly, Visit South Africa is proud to share the message that it has never been easier for Hawks fans to connect with our vibrant people and unique experiences when they #VisitSouthAfrica," said Jerry Mpufane, President South African Tourism North America.

As part of the evening's food and beverage, State Farm Arena Executive Chef Joe Schafer will curate various South African inspired menu items, which will be served at the arena's premium spaces.

Earlier this month, it was announced that halftime of Sunday's game will feature a performance from one of the world's most influential rappers Gucci Mane. Also known as the East Atlanta Santa, Gucci Mane has more Top 10 albums on Billboard's 'Top Rap Albums' chart than any other hip-hop artist in history.

If you want to secure tickets for this Sunday's game presented by Visit South Africa, visit [Hawks.com/tickets](https://hawks.com/tickets).

ATTACHMENT: Hawks Game presented by Visit South Africa on Sunday, March 26.jpg – Atlanta Hawks

###

ABOUT THE ATLANTA HAWKS

Committed to entertaining and uniting the city of Atlanta since 1968, the Atlanta Hawks & State Farm Arena, under the leadership of Principal Owners Tony Ressler and Jami Gertz, continue to build bridges through basketball by following its True to Atlanta mantra. On the court, the Hawks' exciting young core is led by All-Star point guard Trae Young as the organization received the NBA's top ranking in overall in-game experience for the last two seasons. Off the court, the Hawks organization focuses on positively impacting the lives of Atlantans through providing access to youth basketball, fighting food insecurity, and the recent transformation of State Farm Arena into Georgia's largest-ever voting precinct for the 2020 elections. The Hawks family also includes the College Park Skyhawks (NBA G League) and Hawks Talon Gaming Club (NBA 2K League). Atlanta Hawks Membership, which includes your seat for every home game for the 2023-24 regular season, is on sale now at www.hawks.com/membership or by calling 866-715-1500. For more information on the Hawks, log on to www.hawks.com or follow us on social media [@ATLHawks](https://twitter.com/ATLHawks).

ABOUT SOUTH AFRICAN TOURISM

South African Tourism is the national agency responsible for marketing South Africa as a preferred leisure and business events destination. From breathtaking beauty to sun-soaked coasts; from wildlife to adventure; from vibrant urban energy to the incredible warmth and cultural diversity of its people – South Africa is a traveler's dream! Destination South Africa offers a wide variety of experiences in close proximity including wildlife safaris in 19 national parks, breathtaking diverse scenic outdoor spaces, vibrant modern designer cities, an amazing 2,500 km coastline with Blue Flag beaches, inspiring heritage and cultural journeys, as well as active adventure experiences and holidays offering impressive value for time and money at any budget.

###