

# NBA Experience: Fast Facts

## Grand Opening

Aug. 12, 2019

## Location

Disney Springs, West Side, Walt Disney World Resort, Lake Buena Vista, Fla.

## Overview

NBA Experience immerses guests in the world of professional basketball, both as a fan and a player. In this first-of-its-kind entertainment venue, guests of all ages and skills can celebrate and learn about their favorite teams and players while engaging in 13 basketball-themed activities in a high-tech, interactive, family-friendly environment.

## NBA Experience Highlights

- **Dribble!** - Test ball-handling skills with an interactive coach who leads a variety of dribbling routines
- **Dunk!** - Execute the perfect slam just like a superstar, captured by cameras surrounding height-adjustable baskets
- **Slingshot** -Use an oversized slingshot to launch balls at hoops of varying heights, making as many baskets as possible before the clock runs out in this thrilling timed challenge
- **Shoot!** - Step onto the court and hear the roar of the crowd while maneuvering through a series of last-second shots before the clock expires
- **Combine** - Compare wingspan and vertical leap to NBA or WNBA players with this series of tests that replicates NBA Combine drills
- **Draft** - Experience one of the biggest milestones for a basketball player at the NBA Draft with a photo moment that re-creates the electric atmosphere of the Draft stage
- **Replay** - Take a seat at an interactive, multi-screen module to watch replay clips from NBA games and use tools at the station to make the right calls
- **Players** -Enter the off-court sanctuary of the locker room and explore current team rosters, records and highlights
- **Champions** - Be immersed in the rich legacy and history of NBA and WNBA championship teams and take a photo with replicas of the NBA championship and MVP trophies
- **"Game Time"** - Watch a heartwarming film about the in-arena game experience and the impact it has on a young woman and her father
- **"Together"** - Discover the amazing on- and off-court story of an NBA superstar in this inspirational, 180-degree cinematic presentation
- **Arcade** -Play interactive games, from the fan-favorite basketball shooting games to the latest NBA video games
- **Trivia** -Demonstrate knowledge of the NBA and WNBA - past and present - during a multi-player, real-time contest

## **NBA Store**

The NBA Store adjacent to NBA Experience features:

- A collection of official NBA and WNBA merchandise for adults and youth, including jerseys, apparel, headwear, basketballs, home goods, accessories and limited-edition memorabilia
- Walt Disney World products designed by Disney specifically for NBA Experience, including Mickey Mouse Ear Hats with a basketball-inspired cap and a Mickey Mouse basketball-themed mini-backpack
- An assortment of Disney products featuring Mickey Mouse, Minnie Mouse, Goofy and Donald Duck in new basketball action poses
- Customizable products, including phone cases, MagicBands and water bottles
- NBA Experience-branded items, including backpacks, drinkware, basketballs, headwear and apparel

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## **ABOUT DISNEY SPRINGS**

Disney Springs is a one-of-a-kind retail, dining and entertainment district located in the heart of the Walt Disney World Resort in Florida. With its namesake springs, beautiful open-air promenades and lakefront setting, Disney Springs evokes the charm of Florida waterfront towns at the turn of the 20th century. It's also home to a collection of more than 150 shops, entertainment venues and restaurants, including top-name retail brands, specialty boutiques and dining experiences created by celebrity and award-winning chefs. Located in Lake Buena Vista, Fla., Disney Springs is open daily.

## **ABOUT NBA**

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming in 215 countries and territories in 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2018-19 season featured 108 international players from 42 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.6 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.