



The Italians Are Coming! ...to the Big Apple! ...to Madison Square Garden!

I. I. (October 01, 2015)



Olimpia Milano will play in the second-leg of the Euro Classic Basketball Challenge in Madison Square Garden, the world's most famous arena, on Sunday, October 4th at 12 noon.

For the very first time, European-style basketball in its purest form will be on display in the world's most famous arena Madison Square Garden, when the most successful team in Italian Basketball history Olimpia Milano hosts the most successful team in Israel, Maccabi Tel Aviv in the inaugural Euro Classic Tournament.

Olimpia Milano has been an incredible story of success since its founding in 1936, and as it inaugurates its octogenarian anniversary this season, it is launching the Euro Classic, a tournament 80 years in the making. The Euro Classic will be a great opportunity to showcase the high quality playing-style of the best European teams in the birthplace of basketball.

It will be a great opportunity for the Italian community and the Hebrew community to attend a game played in an Old World atmosphere with all the fan-thusiasm© and excitement, all on display in the brave new world of an NBA arena.

From the entertainment of the fans displaying their team's colors, everything will be like watching a



championship-caliber basketball game back home, but on the biggest stage in the world. What makes the event even more spectacular is that the opposing teams are two of the most successful in International basketball history as demonstrated by their having won a total of 9 European titles combined The Story of Olimpia Milano: Le Scarpette Rosse (“The Red Shoes”)

Olimpia Milano, which has been owned by fashion icon Giorgio Armani since 2008, is the most successful team in the history of Italian basketball.

It has won the Italian championship 26 times, has won the European title 3 times, and has won 8 additional prestigious, international tournaments. Olimpia Milano has always reaffirmed its excellence as the most successful team in Italian basketball history by developing the best Italian players, who take pride in wearing Olimpia Milano’s signature scarpette rosse.

This year’s team features team captain, Alessandro Gentile, the youngest M.V.P. in the history of Italian basketball. Olimpia Milano has always been steeped in class, innovation, courage and spirit. With the announcement that successful Head Coach Jasmin Repesa will coach the team for the 2015-2016 season, Repesa will be reunited with Gentile whom he coached in Treviso as a young prodigy. Olimpia Milano is renowned for excellence and is the most widely followed team in Italy, with an average of 9,000 fans attending its home games. Every home game is broadcast live on National TV.

The Story of Maccabi Tel Aviv:

Maccabi Tel Aviv has always been the symbol of Israeli sports, a team which is synonymous with the nation of Israel, having won 51 national championships in 61 seasons, starting in 1954. The club has always been an International powerhouse, mixing the best Israeli players with the best American players. Maccabi’s history is a history of excellence. In 2004 and 2005 the team was able to repeat and win back-to-back European titles. In its history, it won six European championships, while participating in 15 finals and winning 41 national cup tournaments. Maccabi was the first International team to defeat an NBA team back in 1978 in Tel Aviv, and then the first team to defeat an NBA team on its home court in 2005. It has played 22 games against NBA teams in the United States.

Olimpia Milano and the U.S.A.

For Olimpia Milano, inaugurating the Euro Classic is in character with its long and storied history. In 1987 Olimpia took part in the inaugural McDonald’s Open, the first official competition between an NBA and a European team, held in Milwaukee.

No club outside the NBA has more representatives in the Naismith Memorial Hall of Fame in Springfield: Coaches Cesare Rubini and Sandro Gamba, and players Dino Meneghin, Senator Bill Bradley and Bob McAdoo. The list of great players in America who used to play for Olimpia is impressive and also includes Mike D’Antoni (whose number 8 jersey has been retired), Danilo Gallinari, John Gianelli, Albert King, Rolando Blackman, Joe Barry Carroll, Skip Thoren, and Antoine Carr.

*To attend the inaugural Euro Classic: NBA



In New York: Sunday, Oct. 4th @ 12 noon at the world's most famous arena, Madison Square Garden

Individual tickets: may be obtained via [www.Ticketmaster.com](http://www.ticketmaster.com) [2] or by calling 800-745-3000.

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