

## **Basketball Takes Flight at Newly Renovated Flair Airlines Hangar at the Edmonton EXPO Centre**

- CEBL's Edmonton Stingers to tip off 2023 home opener against the Calgary Surge

EDMONTON, Alberta, May 26, 2023 – Flair Airlines, Canada's everyday low fare airline, welcomes the Canadian Elite Basketball League's (CEBL) Edmonton Stingers for the start of the 2023 season at the newly renovated Flair Airlines Hangar at the Edmonton EXPO Centre.

In November 2022, Flair Airlines entered into a five-year naming rights agreement for the Hangar with Explore Edmonton. The revitalization by the City of Edmonton and Explore Edmonton includes new cushioned seats with cupholders, an improved HVAC system, improved lighting, and new dressing rooms, all of which will ensure an improved gameday experience for Stingers fans and players.

"The Flair Airlines Hangar at the Edmonton EXPO Centre is a cherished space that brings Edmontonians together year-round, and as an Edmonton-based company, we are honoured to be able to showcase our commitment to the community through our partnerships with Explore Edmonton and the CEBL," said Nelson Phillips, Vice President of Marketing and Communications, Flair Airlines. "The Flair Airlines Hangar at the Edmonton EXPO Centre is where sports and entertainment take flight in Edmonton."

"From Edmonton Stingers games to Farmfair International, the improvements made to the Flair Airlines Hangar at the Edmonton EXPO Centre will lead to a better experience for the tens of thousands of people who attend events there each and every year," said Arlindo Gomes, Vice President, Business Development and Venue Management, Explore Edmonton. "We are extremely pleased to have such a tremendous partner in Flair Airlines demonstrate its dedication to our community and help drive the continued growth of our visitor economy."

"The Flair Airlines Hangar at the Edmonton EXPO Centre is now the premiere basketball venue in the Canadian Elite Basketball League," said Reed Clarke, President and Chief Executive Officer, Edmonton Stingers. "Our team has already had the opportunity to enjoy the newly renovated spaces during our training season, and we know how much they will improve the gameday experience for our amazing supporters."

"We cannot wait for our fans to see firsthand the upgrades to the Flair Airlines Hangar at the Edmonton EXPO Centre at our sold-out home opener this Sunday," said Jordan Baker, Head Coach, Edmonton Stingers. "Our players have been wowed by the improved dressing rooms, and we know the comfort upgrades for the fans will only build on what is already the best atmosphere in the CEBL."

As the official airline of the CEBL, Flair Airlines is committed to growing the basketball community, for all levels, in Canada. Flair Airlines will also bring fans closer to the game with its #ShotFromTheDot halftime activation, where one lucky fan will have a chance to win amazing prizes at every CEBL game.

The Edmonton Stingers will tip off its season home opener against the Calgary Surge at the Flair Hangar on Sunday May 30 at 4 p.m. MT. All CEBL games including the Stingers home opener will be live-streamed on CEBL's OTT platform, CEBL+, and on CEBL Mobile, the official app of the CEBL (available on Android and iOS devices).

**About Flair Airlines**

Flair Airlines is Canada's leading low-fare airline and its greenest airline, on a mission to provide affordable air travel that connects them to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve over 35 cities across Canada, the U.S., and Mexico. For more information, please visit [www.flyflair.com](http://www.flyflair.com).

**About Canadian Elite Basketball League**

A league created by Canadians for Canadians with a mission to develop Canadian players, coaches, sport executives, and referees, the CEBL boasts the highest percentage of Canadian players of any professional league in the country, with 71 percent of its 2022 rosters being Canadians. Players bring experience from the NBA, NBA G League, top international leagues, the Canadian National team program, and top NCAA programs as well as U SPORTS. Nine players have moved from the CEBL into the NBA following a CEBL season, and 28 CEBL players attended NBA G League training camps during October. The CEBL season runs from May through August. Head to [CEBL.ca](http://CEBL.ca) for more information or follow us (@cebleague) on Instagram, Twitter, TikTok, LinkedIn, Facebook & YouTube.

**About the Edmonton Convention Centre and Edmonton EXPO Centre**

Managed by Explore Edmonton Corporation, the Edmonton Convention Centre and Edmonton EXPO Centre both work toward a vision of being among North America's top-performing venues and achieve that vision through a commitment to positive social, environmental, and economic impact, including a combined \$113.8 million in economic impact in 2019. As two of Edmonton's largest and busiest venues, the Edmonton Convention Centre and Edmonton EXPO Centre have a combined 672,000 square feet and welcome more than 1.8 million visitors every year.

**Media inquiries, please contact:**

Jasmine Lagundzija  
(519) 217-1245  
[jasmine.lagundzija@crestviewstrategy.com](mailto:jasmine.lagundzija@crestviewstrategy.com)