



## TICKETS ON SALE NOW FOR NBA CROSSOVER

*--Tickets Available on [NBAEvents.com](https://www.nbaevents.com) and in the NBA Events App--*

*--Fans Can Participate in the All-Star Rewards Program within the NBA Events App to Win Prizes Including Tickets to the NBA All-Star Game, NBA Crossover and More--*

**CLEVELAND**, Dec. 1, 2021 -- The NBA today announced that tickets are on sale now for NBA Crossover, an immersive fan event taking place during NBA All-Star 2022 in Cleveland. Tickets start at \$30 and are available at [NBAEvents.com](https://www.nbaevents.com) and through the NBA Events App, which can be downloaded in the [Apple Store](#) or [Google Play Store](#). Local fans are also encouraged to download the app to participate in the NBA All-Star Rewards Program, which provides a chance to win tickets to attend NBA All-Star 2022 events and other exclusive prizes.

NBA Crossover, presented in conjunction with marquee partner AT&T, is the NBA's premier event for creative collaboration between the league, its partners, current and former players, celebrities and influencers, and will take over the Cleveland Public Auditorium from Friday, Feb. 18 through Sunday, Feb. 20. The weekend-long exhibition will showcase the intersection of basketball and culture through the art, fashion, music, technology and entertainment that surround today's game. NBA Crossover will engage fans with immersive experiences, partner activations, NBA and WNBA player and talent appearances, limited edition merchandise and collectibles, art and memorabilia displays, apparel customization and more.

Local fans can also win exclusive prizes, including tickets to NBA Crossover and additional NBA All-Star 2022 events, through the NBA All-Star Rewards Program by downloading the NBA Events App and registering to participate. Points for the city-wide small business scavenger hunt can be earned by scanning QR codes through the NBA Events App when patronizing the nearly 200 (and growing) participating locally-owned restaurants and retail businesses, more than 70 percent of which are minority- or women-owned, located throughout Cuyahoga County. Fans can browse through the list of participating businesses in the NBA Events App under the ACTIVITIES tab. Restaurants and retail businesses with a physical location and address in Cuyahoga County that are interested in participating in the program can apply for the program [here](#). Points can be redeemed within the NBA Events App for prizes that include:

- NBA All-Star Game Tickets
- State Farm All-Star Saturday Night Tickets
- NBA Rising Stars Tickets
- NBA Crossover Tickets
- Hotels.com Gift Cards
- NBA Store Gift Cards

Tickets to additional exciting fan experiences in Cleveland, including NBA Rising Stars, Ruffles NBA All-Star Celebrity Game, NBA All-Star Practice presented by AT&T, and the first-ever NBA HBCU

Classic will go on sale in the coming weeks. The NBA Events App is the ultimate on-the-ground resource for everything related to Cleveland All-Star, providing fans with the most up-to-date information on event schedules, tickets and exclusive experiences.

**About NBA All-Star 2022**

NBA All-Star 2022 in Cleveland will bring together the most talented and passionate players for a global celebration of the league as the NBA celebrates its 75<sup>th</sup> anniversary season. The NBA All-Star Game will take place on Sunday, Feb. 20 at Rocket Mortgage Fieldhouse. TNT will televise the All-Star Game for the 20<sup>th</sup> consecutive year, marking Turner Sports' 37<sup>th</sup> year of NBA All-Star coverage. Rocket Mortgage Fieldhouse will also host NBA Rising Stars on Friday, Feb. 18 and State Farm All-Star Saturday Night on Saturday, Feb. 19.

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