



PRESS RELEASE

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CITY OF OAKLAND SHINES IN SPOTLIGHT; DESTINATION EXPERIENCES WEEKEND OF GLORY
Oakland Bustles with Activity and Excitement with Warriors Parade and Andre Ward's Win

(Oakland, CA) — Visit Oakland, the city's tourism bureau, is buzzing after a winning weekend celebrating the 2015 NBA Champions Golden State Warriors and boxer and Oakland native Andre Ward's victorious return to the sport in his hometown.

The celebration started off early Friday morning with excited Golden State Warriors fans swarming into Oakland for the 2015 NBA Championship parade. "It was fun to welcome one million members of Dub Nation and to see the city flooded in blue, yellow and Oakland pride!" says Alison Best, President & CEO of Visit Oakland.

The Warriors, including League MVP Steph Curry and Finals MVP Andre Iguodala, paraded among adoring fans through Downtown Oakland and spoke to the cheering crowds at a rally at picturesque Lake Merritt. Oakland fans happily embraced their first NBA championship in 40 years and cheered on hometown celebrities 3-year-old NBA scene stealer Riley Curry, rapper MC Hammer and Marshawn Lynch of the Seattle Seahawks. With Oakland located in the heart of the Bay, the parade sparked the second largest BART ridership in history.

The Oakland excitement carried into Saturday night with hometown boxer, world champion & Olympic gold medalist Andre Ward's triumphant return to the ring. He defeated English boxer Paul Smith who threw in the towel in the ninth round. The fight was nationally broadcasted from Oakland's Oracle Arena on BET Networks, the inaugural broadcast to launch BET Boxing with Jay Z's RocNation Sports. The fight brought out many big names to Oracle Arena, including NBA MVP Steph Curry, who carried out Ward's title belt, Marshawn Lynch and San Francisco 49er Colin Kaepernick.

Oakland is still glowing after a weekend full of energy and excitement. Visit Oakland is proud to show off the city in a historical epic weekend in the national spotlight and looks forward to sharing the destination with visitors.

For more photos, please contact Frances Wong at (510) 208-0561 or frances@visitoakland.org

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ABOUT VISIT OAKLAND

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers



interested in visiting Oakland. For more information, see our website at www.visitoakland.org.
Want to share the Oakland love with the world? Join the 17,000 people who #OaklandLoveIt on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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