



Media Contact: Cindy Treviño

Telephone: (956) 761-8199

E-mail: cindy@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island Becomes the Official Island Escape of the San Antonio Spurs

SOUTH PADRE ISLAND, Texas, November 2, 2023 – South Padre Island, the beloved tropical paradise situated off the southern tip of Texas, is thrilled to announce a multi-year partnership solidifying the destination as the Official Island Escape of the San Antonio Spurs. From special sweepstakes opportunities to integrating the brand into the team's home at Frost Bank Center, South Padre Island is set to have an exciting future serving as the destination partner of the San Antonio-based NBA team.

"We are thrilled to enter into this exciting multi-year partnership with the San Antonio Spurs," said Blake Henry, South Padre Island CVB Executive Director. "San Antonio holds an important drive market for us, so we are also eagerly anticipating the success that this partnership brings to South Padre Island. Not only will this collaboration boost domestic awareness in San Antonio and within the Spurs community, but it will also enhance our visibility among the fans that tune in to the games on TV."

The partnership will kick off during the Spurs 2023-24 season, which is set to begin with their home game on October 25, 2023, and provides South Padre Island with exposure via both digital and in-arena elements, including concourse displays, digital endcaps, and more. In addition, the San Antonio Spurs will also share the exciting partnership directly with their fans, positioning South Padre Island as the top destination for Spurs supporters and offering a chance to win their very own trip over spring break. Through a social media-based campaign, Spurs fans will have the opportunity to participate for a chance to win a spring break experience at South Padre Island, the ONLY tropical island oasis in the Lone Star State. The sweepstakes will be promoted across both the Spurs and South Padre Island's Facebook and Instagram accounts and, once live, will run for eight weeks. To ensure the announcement isn't missed, be sure to follow South Padre Island's [Facebook](#) and [Instagram](#) as well as the San Antonio Spurs [Facebook](#) and [Instagram](#).

With 34 miles of coastline, 300+ days of sunshine, and an infinite variety of activities and entertainment for all ages and interests, South Padre Island is the ultimate island escape. The clear gulf waters are perfect for exploration, and outfitters make it easy with guided trips to scuba, snorkel, look for friendly bottlenose dolphins, and, of course, cast a line in what's considered the state's mecca for fishing. The destination offers incredible eco-tourism encounters, a vibrant arts scene, fun and educational experiences, and several significant events throughout the year - from the food-themed festivals and fitness competitions to annual festivals like Sandcastle Days in October. Plus, with the island's location situated across the bay from SpaceX Boca Chica, visitors have a front row seat to view the history-making mega rocket in action.

For more information on South Padre Island, visit www.sopadre.com.

About Spurs Sports & Entertainment

Spurs Sports & Entertainment (SS&E) is a value-based and community-centric sports and entertainment company that provides premier live and global digital experiences for fans across a portfolio of three teams and two venues – all supported by a passionate staff of more than 1,000 full and part-time employees. SS&E owns and operates the San Antonio Spurs (NBA), Austin Spurs (NBA G League), and San Antonio FC (USL), as well as manages the day-to-day operations of the Frost Bank Center, Toyota Field and STAR Complex. In November 2021, SS&E broke ground on The Rock at La Cantera, a multiphase \$500 million legacy project that will extend across 45 acres and feature a human performance research center, 22-acre park, a community outdoor event plaza and space for medical, hospitality and office use. The campus is home to the new Victory Capital Performance Center, a state-of-the-art training facility for the San Antonio Spurs, which opened in October 2023. The SS&E investor group is led by Managing Partner Peter J. Holt.

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About South Padre Island

With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Calm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com.

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