



NEWSRELEASE

FOR IMMEDIATE RELEASE

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Amtrak Enters its Next Phase of Sports Marketing

Four Northeast NBA teams, basketball reporter Taylor Rooks and six student-athletes promote train travel

WASHINGTON – Amtrak has returned to the hardwood by partnering with four Northeast Corridor NBA teams and New York City-based Bleacher Report and Turner Sports NBA correspondent Taylor Rooks. The Boston Celtics, New York Knicks, Philadelphia 76ers and Washington Wizards will promote the benefits of train travel and Amtrak’s Diversity, Inclusion and Belonging programs via in-arena advertising, digital sweepstakes and social media channels. In addition, Rooks will create engaging social content for her 763K followers documenting the benefits of Amtrak as she travels to and from games on the train.

“With the NBA season underway, Amtrak is helping home team fans and their rivals get conveniently and comfortably to their seats before tip-off,” said Amtrak Assistant Vice President of National Advertising and Brand Management Darlene Abubakar. “Fans are also learning about the many benefits of Amtrak for more than sporting events, including visiting family and friends or taking a weekend getaway or longer vacation.”

Amtrak is a proud sponsor of the New York Knicks’ Halftime performance on March 27 that features a Historically Black College or University (HBCU) student group; the Washington Wizards’ January 16th Martin Luther King Day game honoring Dr. King’s life and legacy; and the Boston Celtics’ ‘Pursuing Pathways’ community program that connects students in underserved urban communities with potential colleges and universities.

Amtrak is also leveraging the voices of six college athletes from several Northeast Corridor universities across different sports for Name, Image, Likeness (NIL) rights. The following student-athletes will post on their social media channels about how Amtrak conveniently and comfortably connects them to friends and family.

- Andre Curbelo, St. John’s University Men’s Basketball;
- Dontavia Waggoner, Boston College Women’s Basketball;
- Jazmyn Harmon, Georgetown University Women’s Basketball;
- Jarett Hunter, Howard University Football;
- Madison Liebman, University of Pennsylvania Women’s Soccer; and
- Sam Gordon, Columbia University Women’s Soccer.

[More>>>](#)

Amtrak retained Source Communications, a full-service sports marketing and advertising agency, as its agency of record for [its sports marketing campaigns](#).

About Amtrak[®]

For more than 50 years, Amtrak has connected America and modernized train travel. Offering a safe, environmentally efficient way to reach more than 500 destinations across 46 states and parts of Canada, Amtrak provides travelers with an experience that sets a new standard. Book travel, check train status, access your eTicket and more through the [Amtrak app](#). Learn more at [Amtrak.com](#) and connect with us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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