



2024-25 season to mark the EuroLeague's 25th anniversary

A Season-Long Tribute to the Past, Present, and Future

Watch the "Where's the Party?" spot [HERE](#) and download visuals [HERE](#)

Download the 25th anniversary logo from [HERE](#)

It was the year 2000 when the EuroLeague came to fruition. Later that year, on October 15, the first-ever game of the modern EuroLeague was played, with Real Madrid hosting Olympiacos Piraeus. After 24 seasons filled with endless iconic moments, the 2024-25 Turkish Airlines EuroLeague campaign marks a historic milestone as the league enters its 25th anniversary.

This season will be a celebration of the EuroLeague's rich history, legendary moments, and exciting future, all while showcasing the best talent on the court. A season-long series of events will pay tribute to the legacy of the league and its clubs, honoring the players, coaches, and all those who have helped build the league into a global basketball powerhouse.

Throughout this landmark season, Euroleague Basketball will recognize the contributions of its entire family - from past and present players to coaches and fans. These celebrations will honor the pivotal moments that have shaped the league, while also looking ahead to the next 25 years of growth and success.

"Since its inception, the EuroLeague has witnessed historic moments with the brightest stars of pan-European basketball. Now, it's time to recognize these achievements while looking ahead to the future. Our goal is to make this season truly

memorable, staying true to our mission of bringing the most competitive basketball to millions of fans around the world.” stated Dejan Bodiroga, President of Euroleague Basketball.

To commemorate this special occasion, a unique 25th Anniversary logo has been unveiled. The design maintains the iconic orange-colored ball with the 'e' of the EuroLeague logo proudly emblazoned on it, representing the essence of the EuroLeague brand while integrating shapes that form the number "25". This modern design reflects the EuroLeague's storied history and its bright future, with the disjointed shapes symbolizing the ongoing evolution of the league. The logo also hints at an infinity symbol (∞), representing the endless excitement it continues to deliver to millions of fans worldwide.

The anniversary celebrations officially tipped off with the release of a short film titled "Where's the Party?"—a comedic tribute featuring 29 active and former players and coaches. This is the first time such a large group of EuroLeague legends have come together to reflect on some of the most iconic moments in the league's history. Set at a fictional anniversary party, the film humorously portrays the EuroLeague's top figures trying to attend the celebration, highlighting both legends of the game and current players who are poised to shape the future of the league.



Fans will also play a pivotal role in the celebrations by participating in the selection of the 25th Anniversary All-Time Team. Through exclusive content—videos, graphics, and more—fans can relive some of the EuroLeague's most iconic moments under the hashtags #EuroLeague25 and #ONLY25.

The celebration will extend to the games as well, with select teams donning throwback jerseys that commemorate some of their most significant moments. These special jerseys will be worn during specific rounds of the season, offering fans a nostalgic glimpse into the league's storied past.

The 25th Anniversary celebrations will continue throughout the season with a series of events, initiatives, and programs aimed at celebrating players, fans, and their communities. The momentum will build until the grand finale at the Final Four, where Euroleague Basketball will continue to honor its past and embrace its future.

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Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the BKT EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.



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