



Discover Long Island Announces New Partnership with UBS Arena & the New York Islanders

Named Official Domestic Tourism Partner of UBS Arena & the New York Islanders

LONG ISLAND, NY (August 15, 2024) — [Discover Long Island](#) (DLI), the region's only accredited destination marketing organization, is proud to announce its new partnership agreement with UBS Arena and the New York Islanders Hockey Club of the National Hockey League (NHL). This partnership deal names DLI as the *Official Domestic Tourism Partner of UBS Arena & the New York Islanders*. The strategic alliance between these organizations is set to enhance Long Island's tourism landscape, driving economic growth and community engagement through collaborative efforts.

"We are incredibly excited to be joining forces with the home of one of the most storied franchises in the NHL," said **Discover Long Island President & CEO, Kristen Reynolds**. "This collaboration with the Islanders and UBS Arena will be a game-changer for our region by providing unparalleled opportunities to showcase Long Island as a premier destination for sports, music and world-class entertainment to visitors from around the globe."

UBS Arena is an award-winning internationally recognized destination for sports, entertainment, culture, and hospitality. This partnership aims to leverage the popularity of the New York Islanders and the cutting-edge facility of UBS Arena, to attract visitors, boost local businesses, and showcase Long Island's unique attractions.

"We are pleased to partner with Discover Long Island to further highlight all the excitement at Belmont Park with the New York Islanders and UBS Arena," said **Janet Duch, Executive Vice President Marketing and Communication for the New York Islanders and UBS Arena**. "We look forward to driving additional national and global awareness for our iconic brands with the support of DLI."

As part of this partnership, Discover Long Island will work closely with the New York Islanders and UBS Arena on a range of initiatives, focusing on creating fan engagement, boosting brand awareness, and providing hospitality and unique experiences. These efforts will not only highlight the excitement offered by attending Islanders' games and events at UBS Arena but will also promote all of Long Island's diverse offerings throughout the year from beautiful beaches, vineyards, and parks, to world-class dining, historic mansions, and cultural landmarks.

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ABOUT DISCOVER LONG ISLAND:

Discover Long Island is the region's official destination marketing and leadership organization charged with furthering the destination's thriving visitor economy, which saw recent record-breaking highs of \$6.6 billion in visitor spending. The organization ensures Long Island's coveted quality of life, thriving industries, and dynamic destination offerings are promoted on a global level, furthering economic development, and benefiting residents and businesses throughout the region. Awarded "Best Social Media" in the nation by the US Travel Association, the organization produces engaging content featuring local businesses and attractions for their 11 social media channels which garner upwards of 10 million views. Additionally, the organization hosts a popular YouTube series, Long Island TV, as well as the Long Island Tea podcast. To learn more, please call 631-951-3900 or visit www.DiscoverLongIsland.com.

About UBS Arena

UBS Arena is made for music and built for hockey. New York's newest premier entertainment and sports venue and proud home of the New York Islanders is developed in partnership with Oak View Group, the New York Islanders, and Jeff Wilpon. The state of the art arena has welcomed top artists from around the globe since opening in November 2021 including Billy Joel, Bruce Springsteen, Chris Stapleton, Dua Lipa, Drake, Harry Styles, Marc Anthony and Suga. The venue delivers an unmatched live entertainment experience for guests including clear sightlines and premier acoustics.

UBS Arena is at the forefront of sustainability, recently achieving Zero Waste TRUE Silver certification in May 2024 in addition to its LEED Green Building Certification and carbon neutrality for operations.

Located on the historic grounds of Belmont Park, UBS Arena is located just 30 minutes by LIRR from Grand Central or Penn Station and is easily accessible from across the region via mass transit or car. To plan your trip, please visit UBSArena.com/plan-your-trip.

For additional information, please visit UBSArena.com or @UBSArena on Facebook, Instagram and Twitter.

About the New York Islanders

The New York Islanders Hockey Club is the proud winner of four Stanley Cup Championships and record nineteen consecutive playoff series victories.

The Islanders play in the National Hockey League's Eastern Conference, and have eight players, one coach and one general manager inducted into the Hockey Hall of Fame.

The Islanders Children's Foundation has helped countless youngsters in need around the world since its inception. Donations are raised through the efforts of our players, management, and employees, along with our fans and partners.

UBS Arena is the team's state of the art home and features world class premium hospitality, great sightlines from every seat, and a loud and intimate bowl.

Isles Lab, the official team store of the New York Islanders, offers fans traditional NHL merchandise, unique collaboration and exclusive products. Isles Lab is located inside UBS Arena or can be shopped online at IslesLab.com.

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