



Hope Wins - Vector Media Keeps It Rolling

As the NBA Championship parade returns, Vector Media reflects on the 2025 Oklahoma City Thunder celebration that reminded the nation what sports can do for a community.

NEW YORK, June 17, 2026 (Newswire.com) - When a city wins, the streets become something more than streets. They become a place where everyone, regardless of neighborhood, background, or borough, comes together around something bigger than themselves. That's the power of sports: the ability to unite a city and create an unforgettable moment. Vector Media has a front-row seat to that magic, providing the branded buses that carry the champions, their families and coaches and bringing them face to face with the fans who lived every game alongside them. A championship parade isn't just for the players. It's a celebration that belongs to everyone.

Last year, Vector Media rolled double decker buses into Oklahoma City for the Oklahoma City Thunder's first-ever NBA Championship parade. The celebration took on meaning far beyond a basketball championship. As the parade route passed the Oklahoma City National Memorial, Thunder photographer Jimmy Do captured an image that stopped the world: Thunder players, including MVP Shai Gilgeous-Alexander, standing atop a parade bus with arms stretched wide, framed perfectly against the Memorial's 9:03 Gate, the symbol of healing and hope. Thirty years after the bombing of the Alfred P. Murrah Federal Building, the image became an instant icon.

Soon after the celebration, the Oklahoma City National Memorial & Museum unveiled the photo as a permanent installation in its "Chapter 10: Hope" exhibit. The title of the photo: Hope Wins.

"The 'Hope Wins' photo says everything about what sports can mean to a city," said Bennett Fogel, President Sales & Marketing, Vector Media. "Seeing the number 30 bus carrying the Oklahoma City Thunder champions with their arms outstretched rolling through the streets filled with their fans, is powerful. You can feel the energy and connection among everyone in the picture. That bus carried more than a championship - it carried the kind of pride that stays with a city."

Now, Vector Media is preparing for the 2026 NBA Championship parade. This time in New York City, where the celebration will mark the end of a 53-year wait for Knicks fans everywhere. For a generation of New Yorkers who carried their loyalty through decades of disappointment, the moment carries a weight that goes well beyond basketball. It is a testament to perseverance. A team that refused to quit, and a city that never stopped showing up.

This Thursday, eighteen branded buses will carry the team through the Canyon of Heroes - the famed Lower Broadway route that has welcomed home champions for over a century. Beginning at the Battery at 10 a.m., the NY Knicks will meet their fans where it matters most, block by block through a city bursting with pride. It is expected to be the largest victory parade in New York City history.

About Vector Media

Vector Media is the leader in Mobility Marketing - putting brands in motion and in front of audiences where they live, work, commute, shop, and play. From fully wrapping the only nationwide double-decker bus fleet and custom coaches to exclusive high impact street level advertising, and one-of-a-kind immersive experiences, Vector creates unforgettable real-world brand moments.

As architects of attention, Vector brings together bold creative with strategic placement and full-service production. Partnership defines every relationship with accountability, collaboration and relentless innovation to keep brands moving forward. The shared goal is motion-building scale, frequency, and lasting impact with every touchpoint.

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