



NBA All-Star Shai Gilgeous-Alexander Champions His Hometown's Future with Investment in Hamilton's TD Coliseum

Partnership Includes Naming of the "Ares Atrium" at TD Coliseum, Honoring Gilgeous-Alexander's Family Roots and Deep Commitment to Hamilton's Growth

TD Coliseum Images Available [HERE](#)

Hamilton, ON (February 9, 2026) – **Shai Gilgeous-Alexander**, reigning NBA Champion and Most Valuable Player, is investing in the recently opened TD Coliseum, supporting his hometown's continued growth as a leading destination for sports and entertainment.

Gilgeous-Alexander's investment in TD Coliseum is a testament to his love and deep connection to Hamilton, and his commitment to being an integral part of the community's economic development. Along with arena developer Oak View Group, the investment reflects a long-term focus on supporting the city and region, with plans to give back through his charitable organization, the SGA Foundation, with community-focused programming and events at TD Coliseum.

"Becoming part of the ownership group at TD Coliseum is really personal for me," said Gilgeous-Alexander. "Growing up in Hamilton shaped who I am, so having the opportunity to help build something special in my hometown means everything."

"Shai's investment in TD Coliseum is another exciting moment for this project and the city of Hamilton," said **Chris Granger, CEO of Oak View Group**. "This investment reflects a mutual commitment to Hamilton's development and the long-term impact of this endeavor. We are excited to welcome Shai and his family to the TD Coliseum team."

Armed with a Key to the City and a street named in his honor, Gilgeous-Alexander is also putting a special stamp on TD Coliseum. An atrium located along York Boulevard will be named "Ares Atrium" – a tribute to his son. His investment reflects a desire to help position Hamilton on the world stage and bring world-class entertainment and sports to the city.

Gilgeous-Alexander continues, "Music has always been a huge part of my life, and I want this venue to be a place artists are excited to perform, where fans can experience world-class shows right here in the city, where some of my friends in music can perform, and where we're truly investing back into the local economy. Through this space and the work of my charitable organization, The SGA Foundation, this is about creating opportunity, giving back to the community, and putting Hamilton on the map in a bigger way."

“Shai’s belief in what we’re building in Hamilton reflects the momentum behind TD Coliseum,” said **Nick DeLuco, Senior Vice President and General Manager of TD Coliseum**. “His investment reinforces our shared commitment to community, culture and positioning Hamilton as a world-class destination for sport and entertainment.”

TD Coliseum opened to great fanfare in late November 2025 with a sold-out, grand opening performance by Paul McCartney. As the new centerpiece for concerts, sporting events and family entertainment in the Golden Horseshoe, the celebrated building has also featured recent performances by Andrea Bocelli, Jonas Brothers, mgk, comedian Matt Rife and a rousing PWHL Takeover Tour game in January. Upcoming shows include Disney on Ice, Journey, Cardi B, Twice, Ne-Yo and Akon and the 55th annual JUNO Awards in March.

In 2025, Gilgeous-Alexander capped off a historic season by leading the Oklahoma City Thunder to their first NBA Championship while earning League MVP, Finals MVP, and the NBA scoring title. He was also named Sports Illustrated Sportsperson of the Year, Canadian Press Male Athlete of the Year, and recipient of the Northern Star Award, recognizing him as Canada’s top athlete.

About TD Coliseum

TD Coliseum in Hamilton, Canada is Southern Ontario’s premier live entertainment venue for concerts, sporting events, and family shows. TD Coliseum opened in November 2025 after an extensive transformation of a Hamilton landmark. The 18,000-seat state-of-the-art arena is home to the National Lacrosse League’s Toronto Rock and is set to attract world-class entertainment as the cultural cornerstone of the Golden Horseshoe. For more information about TD Coliseum, please visit tdcoliseum.com and follow [@TDColiseum](https://twitter.com/TDColiseum).

About Oak View Group

Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the Company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents. Visit OakViewGroup.com, and follow OVG on Facebook, Instagram, LinkedIn, and X.

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