



## Party City Sponsors First-Ever the Great Lombaby Games

April 29, 2024

Cincinnati, O.H., April 29, 2024 PRNewswire/ -- Party City, a global leader in the party goods and celebrations industry, joined forces with the hit original series New Heights with Jason and Travis Kelce, presented by Wave Sports + Entertainment, to put on the first-ever "Great Lombaby Games" during New Heights Live: We Gotta Talk About It at the University of Cincinnati on April 11.

Jason and Travis return to their Alma Mater brought a new form of entertainment to the campus, generating excitement among students and supporters. The games consisted of a live student competition full of wild challenges curated by the brothers and their Party City partners. 13,000 fans filled the Fifth Third Arena to witness the two legendary Bearcats host an evening filled with camaraderie and friendly competition -- going down as New Heights' largest live event to date.

As the exclusive sponsor of The Great Lombaby Games, Party City worked alongside Jason, Travis, and Wave Sports + Entertainment to ideate concepts for the game day competitions and bring them to life by incorporating their celebration-ready product line. Party City is proud of the success of the games and looks forward to exploring other partnership opportunities with the brothers.

"After we unveiled The Lombaby statue, Jason and Travis had the idea to build a competition around the trophy -- which is how The Lombaby Games came about. We are grateful to Party City for helping us bring their vision to life," said Mark Sovereign, COO at Wave Sports + Entertainment. "It was incredible to see the energy the contestants, the crowd, and Jason and Travis brought to create an unforgettable event."



We inspire joy by making it easy to create unforgettable memories!

[Image Caption] The Kelce brothers address the crowd at the Great Lombaby Games [Credits: Photographed by Steven Dittel, image provided by Cincinnati Athletics]

If you weren't able to catch the games live in person, a social series featuring The Great Lombaby Games and contestant interviews will be posted on New Heights social channels starting today, April 29th on @newheightslive.

### About Party City

Party City Holdco Inc. (PCH) is a global leader in the celebrations industry, with its offerings spanning more than 70 countries around the world. PCH is also the largest vertically integrated designer, manufacturer, distributor, and retailer of party goods in North America.

PCH operates across multiple businesses within its Retail Division and Consumer Products Division. On the retail side, Party City ([partycity.com](http://partycity.com)) is the leading omnichannel retailer in the celebrations category, operating more than 750 company-owned and franchise stores. The Consumer Products Division includes design and manufacturing entity Amcan, an industry leader in celebration décor, tableware, costumes, and accessories. PCH is headquartered in Woodcliff Lake, N.J., with additional locations throughout the Americas and Asia.

For more information, please visit [www.partycity.com](http://www.partycity.com) and follow Party City on [Instagram](https://www.instagram.com/partycity) and [TikTok](https://www.tiktok.com/partycity).

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