



## **Thru the Lens: Former New York Knick, Larry Johnson, joins Douglas Elliman's top brokers for celebration**

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On November 30th, Douglas Elliman celebrated the launch of its partnership with the New York Knicks as the exclusive naming sponsor of Madison Square Garden's famed "Celebrity Row" with an impressive event in the lounges for its top brokers at the New York Knicks vs. Miami Heat game. Former New York Knick great Larry Johnson stopped by the event to congratulate CEO Howard Lorber, COO Stephen Kotler and top brokers including Million Dollar Listing's Luis Ortiz, Toni Haber, Maria Babaev, Brett Miles, Robert Dvorin, Andrew Azoulay, Enzo Morabito and Ariel Cohen. In addition to the celebration, the brokers also donated over 100 toys to Madison Square Garden's Garden of Dreams Foundation that will directly benefit its underserved youth this holiday season.

Douglas Elliman "Celebrity Row" is known as an exclusive seated area noted for its courtside celebrities and luminaries. The multi-year deal will provide Douglas Elliman with exclusive naming rights of the famed coveted area in Madison Square Garden as well as branding around the courtside seats, online and social media.

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