

This Week in Sports & Entertainment: Netflix Revives Grown Ups, Yankees Legends Enter the Snack Game and Dua Lipa Takes on Samsung

05.15.26 05.15.26

Welcome back to the Spotlight! For the better part of my life, if the New York Knicks weren't playing basketball for a long stretch of time around this time of year, it meant that they were eliminated from the playoffs (or, more often than not, were not anywhere close to being in contention to begin with). So you could understand my excitement by the fact that this time off was earned. Indeed, As of this writing, since their next opponent is not yet known (either the Cleveland Cavaliers or the Detroit Pistons) they'll get another two or four days to rest up and regroup since handily sweeping the Philadelphia 76ers last Sunday afternoon on their way to a second consecutive Eastern Conference Finals berth.

For now, the closest to Knicks action that I have been seeing is the Knicks' Miles "Deuce" McBride endorsing Vuori active apparel, Josh Hart appearing in a Patrón Tequila commercial, Karl-Anthony Towns, Jalen Brunson and Jose Alvarado appearing alongside former Knicks John Starks and Patrick Ewing in an AT&T spot, former Knicks star Carmelo Anthony partnering with skin and haircare brand CeraVe to help launch its new anti-dandruff shampoo and even Brunson's wife Ali Marks Brunson endorsing Brodo bone broths. Turns out that winning basketball games in the greatest city in the world is a powerful marketing tool.

Speaking of powerful marketing tools, the Spotlight will be following the lead of its hometown team and taking time to recharge. If the bodies of the New York Knicks could stand to benefit from some recovery, so too could the wit of my New York-ness. So, I'll catch you on the other side of Memorial Day. Until then, it's "Go NY Go NY Go!"

- Buddy comedy "Grown Ups" is getting another sequel at Netflix with its original cast - Adam Sandler, David Spade, Rob Schneider, Chris Rock and Kevin James. The film comes 13 years after the last sequel, "Grown Ups 2"-so in a way, it is the Grown Ups sequel's bar mitzvah.
- Former New York Yankees Hall of Fame Closer Mariano Rivera is launching his own line of hot sauces, while teammate Alex Rodriguez partners with sunflower seed brand, "SMACKIN" to unveil a limited edition Honey BBQ flavor. Both sound great, but my preferred Yankees flavor would be the taste of a 2026 World Series victory.

- Pop star Dua Lipa sues electronics giant Samsung for allegedly using her image on the box of its televisions without her permission - evidently not what the singer had in mind when she dreamt as a little girl of being on TV.
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