Foster Garvey

Sports & Entertainment Beat

This Week in Sports & Entertainment: Tyrese Maxey Debuts His First Signature Shoe, Messi Faces a $7 Million Match Dispute and Top Gun 3 Gets the Green Light

04.17.26

Welcome back to the Spotlight! I remember just about eight years ago being excited about the 2026 FIFA World Cup being selected to take place in my own backyard, and making a point of saying-perhaps naively-that I would "definitely" be in attendance at the Meadowlands in a sea of fans from all over the world and from all walks of life for what would undoubtedly be a memorable global sporting event. Well, over the span of that eight years, that "definitely" has been eroded, and my romanticism blunted by astronomical ticket prices fueled by high demand and in some instances, gouging. Indeed, prices range from a monthly car payment to several months mortgage payments.

For this "beautiful game," the lower barrier to entry for those learning to play, stands in stark contrast to the price of entry for those looking to watch in person. And that's to say nothing of concession prices (which don't really seem like much of a "concession") or even transit prices, which could cost about $150 for a train ride between New York City and the Meadowlands. That people are willing to pay these prices is a testament to the draw of the World Cup and the explosion of popularity of soccer here in the US, but still, it does not have to be this way. The mountains of dollars that go into infrastructure, security and planning for these events have to come from somewhere-and municipalities are (rightly so) loathe to pass the costs onto taxpayers, and FIFA is not ponying up any money despite standing to earn an estimated $11 billion from this Summer's tournament. So, alas, prices get passed along to the consumer. So, unless I win some sort of sweepstakes or get invited to a match (first two rounds of beers are on me, just saying...), I will be making a fiscally responsible decision to watch from the best seat in the house (my own). And if these prices seem like a strain for a gainfully employed lawyer who has a casual interest in soccer, then they are completely out of reach for a working class family with kids that eat, sleep and breathe soccer and who would give anything to be close to the action.

- Philadelphia 76ers Guard Tyrese Maxey debuts his signature New Balance shoe, the Maxey v1 during his team's NBA Playoffs play-in game - meaning not only are the shoes tie-on but they are on Ty.
- Argentine soccer star Lionel Messi has been sued for $7 million for allegedly breaching a contract to play in an international friendly match between Argentina and Venezuela. So much for being friendly!

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- Just four years after the commercial success of the 2024 film "Top Gun: Maverick," the sequel to the 1986 film "Top Gun," Actor Tom Cruise is reprising his role for "Top Gun 3." A big relief for those concerned that another 18 year lag might mean that Maverick's fighter jet might have to be replaced with a missile-equipped wheelchair.

Endorsement Deals, Sponsorships & Investments

Tyrese Maxey Debuts Signature New Balance Basketball Shoe
April 16, 2026 via Sports Illustrated

Pfizer Recruits Former Angel Lucy Liu for Latest Mission Against Cancer
April 15, 2026 via Fierce Pharma

Aloe Blacc's Fame Means Nothing in Biotech (and That's the Point)
April 15, 2026 via Tech Crunch

Justin and Hailey Bieber's First Rhode Collaboration is Here
April 14, 2026 via New York Post

Lacrosse's PLL and WLL Land Nike Apparel Deal
April 14, 2026 via Sportcal

David Beckham's Supplement Brand Is Doing $10 Million A Month. The Secret Goes Beyond Just Celebrity
April 13, 2026 via Entrepreneur Magazine

Sports

New Jersey Governor Hits Out at Fifa Over Reported $100 World Cup Train Tickets: 'They Should Pay'
April 16, 2026 via The Guardian

Lionel Messi Accused of Breaching $7 Million Contract by Sitting Out a Florida Soccer Friendly
April 15, 2026 via Associated Press

'I Don't Even Have Money for a Cheeseburger' - Former NBA Star Allen Iverson Says He Wanted To 'Recklessly' Make Everyone Happy So Blew His Millions On Friends
April 13, 2026 via Yahoo News

Wisconsin AD Bolts After Evers Signs $15M NIL Bill
April 13, 2026 via Yahoo!

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Music Biz

PRS For Music Feturns to Sponsor Publishing Categories at Music Week Awards 2026
April 16, 2026 via Music Week

Lana Del Rey Surprise-Drops James Bond '007 First Light' Theme Song
April 16, 2026 via Variety

PPL's International Revenue Surged by 16% in 2025 as it Surpassed £1 Billion in First Two Decades
April 15, 2026 via Music Week

Clive Davis to Hold One-on-One Conversation With Son Fred Davis at Amplify Music Investment Summit
April 14, 2026 via Variety

AIMPRO Launches as the World's First Performance Rights Organization Dedicated to the Creators of Generative AI Music
April 10, 2026 via EIN Presswire

Film & TV

Christopher Meloni Says Goodbye to Stabler After 'Law & Order: Organized Crime' Cancellation: 'It Was a Great Ride'
April 17, 2026 via Variety

'Hot Ones' Producers Set New Series 'Slice Joint' Hosted by Speedy Morman
April 17, 2026 via Deadline

Disney Animation's 'Hexed' Finds Its Cast: Hailee Steinfeld and Rashida Jones
April 16, 2026 via Hollywood Reporter

'Top Gun 3' Officially in the Works With Tom Cruise Returning
April 16, 2026 via Variety

Viewership of NBA Regular-Season Games Up 86% Over Last Season
April 15, 2026 via Chicago Sun Times

Paramount Pictures Acquires Rights To New 'Longlegs' Feature With Nicholas Cage Returning To Star
April 14, 2026 via Deadline

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Howard Bryant Signs Development Deal with All the Smoke Productions
April 14, 2026 via Awful Announcing

Hollywood Stars Sign Open Letter Protesting the Paramount-Warner Bros. Merger
April 13, 2026 via NBC

Posted in Sports & Entertainment Spotlight

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