

Brussels, 03/07/2026

We're mad about basketball with Crelan

Crelan is strengthening its commitment to basketball with a national campaign called 'We're mad about basketball'. With this initiative, the cooperative bank is highlighting a sport that fully reflects its values and its deep roots in society.

For several years now, Crelan has been committed to Belgian basketball – a conscious choice in favour of a sport that brings people together, fosters team spirit and is closely linked to local communities.

A sport that reflects our values

As a cooperative bank, Crelan prioritises initiatives that build community engagement and promote inclusion. Basketball, and in particular the 3x3 version, fits perfectly with this approach. Basketball is accessible and requires minimal infrastructure which means a wide range of people can play it, even in city centres.

"As a cooperative bank, we place particular emphasis on close ties with customers and inclusion. Basketball perfectly embodies these values: it is a team sport, accessible and deeply rooted in local society. In particular, 3x3 can be played almost anywhere, with very little equipment. "In other words, supporting basketball helps strengthen social ties and boost the local community."

Joris Cnockaert, CCO at Crelan.

"Crelan has actively contributed to the development of our sport for more than seven years, both at the local and the professional level, notably by supporting our 5x5 and 3x3 teams. Its cooperative model, based on collaboration and close ties with customers – or, in our case, with our audiences – as well as with its staff, makes it a natural partner.

In what has been a particularly busy year for our national teams, we are delighted to be able to count on this strong support."

Stefan Garaleas, Secretary-General of Basketball Belgium

A national campaign

The “We’re mad about basketball” campaign will be rolled out on a large scale over the summer across various channels: nationwide outdoor advertising, social media and digital media, digital displays at Charleroi Airport and in branches, as well as on television during broadcasts of the Belgian Cats matches.

Two large-scale murals will also form part of the exhibition in Antwerp and in the south of Brussels.

A summer packed with major basketball events

This campaign will be visible during several major basketball highlights this summer:

- The Belgian Lions decisive World Cup qualifiers.
- The Crelan 3x3 Masters tour, which will visit nine towns and cities to bring basketball to a wider audience.
- The Belgian Cats World Championship in Berlin (4 - 13 September), preceded by warm-up matches in Belgium and the launch of the Cats Fan Tour, a supporters village designed to rally the public.
- The Crelan FIBA 3x3 Europe Cup in Antwerp, of which Crelan is the main sponsor.

Increasing the visibility of basketball in Belgium

Crelan is increasing the visibility of basketball in Belgium through its support for national and international competitions. With initiatives such as the 3x3 Masters which are held in several towns and cities, the bank is making the sport accessible to a wide audience.

About Crelan Group

The financial group ranks fifth among Belgian retail banks in terms of total assets. The Crelan group is represented by two bank brands: Crelan and Europabank. At 31 December 2025, the Crelan group had: 4179 employees (including staff members, independent bank agents, and their employees), 612 branches, 309,001 cooperative shareholders, 1.7 million customers, and €57 billion in total assets. In addition, the banking group manages €45.2 billion in customer deposits, €18.3 billion in off-balance sheet investments, and supports Belgian households and businesses with €51.3 billion in loans.

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All our press releases can be found at : [Press Release | Crelan](#)