

Life After the Larry O'Brien: The New York Knicks

The New York Knicks have finally earned the right to be called champions this past summer, and their lives will never be the same.

After 53 years, generations of Knicks fans can finally rest knowing that dreams do come true. On June 13, 2026, the No. 3-seeded New York Knicks took down the No. 2-seeded San Antonio Spurs, winning 4-1 in the [NBA Finals](#). Not only did they get to the promised land, they executed one of the most dominant runs to the Finals in the league's history, going 16-3 and recording a [13-game win streak](#).

The Canyon of Heroes

Shortly after New Yorkers from all five boroughs and across the world celebrated, the stage had been set for Knicks fans to experience their first-ever [ticker-tape parade](#). The patient and long-suffering Knicks fans were eager to finally have something to be proud of in their city.

The Lower Manhattan streets filled with passionate supporters, spanning all the way to City Hall. More than [2 million people](#) attended the once-in-a-lifetime event. People were coming from out of state and camping out in tents days prior in order to get a better view of the parade floats. Many people were being sent back due to the density of attendees along the parade route.

The sheer magnitude of what took place on June 18 left New York natives with a piece of the city's history they would never forget.

Finally, the players, coaches and families of the organization had made it to the City Hall stage to be congratulated and [awarded the key to the city](#). The captain, [Jalen Brunson](#), is invited to the podium as the crowds of people in attendance yell, “MVP! MVP! MVP!” Shortly after, a [victor’s speech](#) is given, silencing doubters and praising those who got him to where he is today.

Put Some Respect on Their Names

Up until June, a cloud of doubt and underestimation had followed this team. Many analysts, viewers and even brands had rejected the notion of New York and their top guys being a team that could win it all.

In true, gritty New York fashion, everyone was proven wrong and the odds were overcome. Players like [Karl-Anthony Towns](#), [OG Anunoby](#) and [Mikal Bridges](#) had finally gotten the flowers they deserved. They were met with cable networks reaching out for interviews, brands calling to sponsor their newest products, and media personalities apologizing for previous negative comments.

Conversations surrounding the caliber of player that Jalen Brunson is have suddenly been altered. Whether he is 1A or 1B, or if a small guard can lead a team to the Finals and win. The respect Brunson has in New York is unprecedented; he may never have to pay for a bacon, egg and cheese ever again.

The captain amassed a total of [seven NBA season and postseason awards](#), along [with three more individual awards](#) at ESPN’s yearly award show, “The ESPYs.” A well-decorated athlete, all in the span of a season, the very season where the expectations were at their highest.

Checking in with the Bench

Everyone follows the storylines surrounding the starters, but one can argue that without the supporting cast, none of this would have been possible.

Backup point guard [Jose Alvarado](#), a Brooklyn native, took to the [Puerto Rican Day Parade](#) a day after the plane ride back home along with teammate [Jordan Clarkson](#). Alvarado also brought the O'Brien Trophy to [Puerto Rico](#) as he fulfilled a promise he made to his community many years back.

Clarkson also bears a strong connection to his Filipino heritage, even representing them on the international stage of basketball. Much like Alvarado, he is an inspiration to his community for winning at the highest level.

Backup guard [Landry Shamet](#) took a well-deserved trip to Italy and proposed to his girlfriend of two years, [Cameron Amonetti](#). Shamet will also be receiving his own ring during the ceremony held on opening day, honoring the defending champions.

Big Day for Big KAT

The joy that comes with bringing a big-market team their first chip in ages is indescribable, but the day you get married is in a league of its own. After a very eventful offseason, the Knicks' starting center, Karl-Anthony Towns, married his fiancée, [Jordyn Woods](#), in Malibu, California.

In attendance was the team that has come to be known as brothers to Towns forever. The culmination of a summer full of firsts and forevers, right before the hectic training camps and media days. Towns and Woods spent their honeymoon in [East Africa](#), taking in all that married life has to offer with only a month and a half left until the start of the [2026-27 NBA season](#).

Defending Champs

While everything is going as good as it can for the Knicks, the Eastern Conference has geared up to compete against their likes. The road to repeat is arduous, and a long list of challengers await them. For now, they are still the team to beat, and the basketball world has recognized that.

Most people would be satisfied, but this team is exactly like the culture it embodies; they're hungrier than ever.

