

The Boston Celtics – 18th Championship
78th Anniversary (1946-2024)
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The Boston Celtics have played more games, won more games and championships than any other professional basketball team. They began in 1946 as a charter member of the Basketball Association of America. With the arrival of Coach Red Auerbach and the acquisition of Bill Russell, they won 11 championships between 1957 and 1969. With two more in 1970's, three in the 1980's, and one in 2008, it set the stage for this year's 2024 team winning their 18th!

It was owner Walter Brown who, along with public relations director, Howie McHugh, that settled on "Celtics" mascot. Drawn from the Irish heritage of Boston, and partly because their legacy before they became a professional team had adopted the "Celtic" name. Designed by Zang Auerbach, brother of Red Auerbach, Lucky the Leprechaun became the new logo in the early 1960's. The full color logo we see today was finalized in 1996 at the team's 50th anniversary. Let us cheer as we see this year's float honoring the team's 18th championship!