

Portland Fire Media Conference

Friday, October 10, 2025

Portland, Oregon, USA

Player Test

Postgame Media Conference



Q. Questions?

ANSWER: Today, Portland's WNBA expansion team proudly unveils its new name and brand identity: the Portland Fire. Based in the global epicenter of women's sports, the Portland Fire is rooted in the resilience, spirit, and passion for sport that defines the Rose City.

A team reborn, the Portland Fire marks the revival of a movement. Rooted in the identity and energy of Portland, the Portland Fire brand is bold and modern with a nod to its history. The new brand reflects unapologetic determination and city pride, with every element – from the custom logo and commanding typography to the Fire Red, Brown, Blue, and Pink palette – evoking the power, grit, calm, and creativity that defines the team.

“As a city that has long championed women's sports, Portland is ready to reclaim its place in the WNBA and reignite its connection to the game on the world stage,” said Clare Hamill, Portland Fire Interim President. “We are thrilled to complete the journey of bringing professional women's basketball back to the Rose City, while honoring the legacy of the original franchise to blaze a new, bold path forward.”