

NBA on TNT to Celebrate Iconic Sideline Reporter Craig Sager with Special NBA Opening Night Initiatives on Tuesday, Oct. 25

Monday, October 24, 2016

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NikeiD to Create Limited Edition SagerStrong NIKE Air Force 1 Sneakers to be Offered via Online Auction with Proceeds to Benefit the SagerStrong Foundation

Custom Made Sager-Inspired T-Shirts Manufactured for Retail in Support of “Sager Strong”

Golden State Warriors to Distribute Separate Sager-Themed T-Shirt

to All Fans Attending Home Opener vs. San Antonio Spurs

The NBA on TNT will tip off the 2016-17 NBA regular season with a special tribute to Craig Sager, the iconic TNT sideline reporter, and his on-going fight against leukemia. As part of this multi-faceted initiative, the SagerStrong Foundation will partner with NikeiD for a customized limited edition SagerStrong NIKE Air Force 1 sneakers – designed by Craig Sager – that will be offered via online auction with a portion of the proceeds benefiting the SagerStrong Foundation. Details about the auction and how to participate will be available via Bleacher Report at www.sagerstrong.bleacherreport.com.

100 pairs of the SagerStrong NIKE Air Force 1 will be made – complete with paisley print panels, a seersucker tongue tab and multi-colored laces. The auction will begin Tuesday, Oct. 25, at 7 p.m. ET – Opening Night of the NBA season on TNT – and conclude Friday, Nov. 4. The shoes will be custom made in the auction winners’ designated size at the close of the auction.

Additionally, two separate Sager-inspired t-shirts have been created. The first, developed by Mark Thomashow, Peter Raskin and 500 LEVEL and designed by Dave Zarzynski, will be shown during TNT’s NBA studio show and will be available for retail at <http://www.sagerstrongfoundation.org/> with portions of the proceeds supporting the SagerStrong Foundation.

The Golden State Warriors have also created a “Sager Strong” t-shirt, presented by City National Bank, that will be given to all fans attending the team’s Opening Night game against the San Antonio Spurs.

In addition to partnering on the t-shirt (not available for retail), City National Bank will be making a donation to SagerStrong Foundation. City National Bank is the Official Bank of the Golden State Warriors.

“Craig is an inspiration to so many people including all of us at Turner as he continues to courageously battle cancer,” said **David Levy**, President of Turner. “This tribute is an opportunity for us to demonstrate our affection and support for Craig, his wife Stacy and their family, along with all of those facing similar obstacles. We look forward to working closely with them and our partners throughout Opening Week to raise awareness and funding on behalf of cancer research and education.”

“It’s been amazing to see the impact Craig has made across the entire sports community and the outpouring of support everyone has shown him as he undergoes his fight against cancer,” said **Lenny Daniels**, President of Turner Sports. “He’s a beloved member of the Turner Sports family and we will continue to do everything we can to help drive awareness for this very important cause.”

For hi-res images - <http://bit.ly/2eATOdW>

All contributions made to the SagerStrong Foundation go directly to cancer research and education. Additional information on the foundation can be found at <http://www.sagerstrongfoundation.org>.

Fans will be able to access behind-the-scenes footage of the sneakers and the t-shirts, commentary from players, coaches and others via social by following @NBAonTNT and @BleacherReport. Additionally, an exclusive Twitter emoji will appear when fans tweet using #SagerStrong throughout opening week.

SagerStrong Foundation Mission Statement

At SagerStrong Foundation, we aim to save one life at a time by partnering with amazing organizations that positively affect and help cancer patients through education, counseling, support of clinical studies, blood drives and bone marrow donors so no family has to endure what we went through.

About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports’ television coverage includes the NBA, Major League Baseball, NCAA Division I Men’s Basketball Championship, *ELEAGUE* and professional golf. The company also manages some of the most popular sports destinations across broadband and mobile platforms including Bleacher Report and its top-rated Team Stream app, NCAA.com and the critically-acclaimed NCAA March Madness Live suite of products, PGA.com and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA also jointly manage NBA Digital, a robust collection of offerings including NBA TV, NBA.com, NBA LEAGUE PASS, the NBA App, NBADLEAGUE.com and WNBA.com.

