



ASUCLA Media Contact:
Trenise Ferreira
ASUCLA Communications Specialist
1(310)825-8012
tferreira@asucla.ucla.edu

UCLA Trademarks & Licensing Contact:
Cindy Holmes
Director, UCLA Trademarks & Licensing
1(310)413-1685
cholmes@asucla.ucla.edu

FOR IMMEDIATE RELEASE

UCLA Trademarks & Licensing Collaborates with UCLA Basketball Legend Kareem Abdul-Jabbar and Mitchell & Ness to Debut T-shirt Collection

Abdul-Jabbar will be on campus to sign shirts from the collection

Westwood, Calif. – Jan. 08, 2020 – Want to meet a UCLA legend and check out an exciting new collaboration? If so, you're in luck – a new t-shirt collection honoring superstar Kareem Abdul-Jabbar officially launches at the UCLA Store on Jan. 11, the same day the Bruins take on crosstown rival, USC, at Pauley Pavilion. The collection includes five total designs, including one Limited-Edition style of only 100 shirts, in celebration of UCLA's Centennial Year.

Before the game tips off at 7 p.m. on Jan. 11, Abdul-Jabbar will also be at the UCLA Store from 5-6 p.m., signing autographs for fans.

The Limited-Edition t-shirt will feature the image of Abdul-Jabbar, captured by George Mikan's son, Larry Mikan – in his junior year at UCLA where he is elevated near the rim of the basketball hoop, in the act of blocking a shot – against St. Louis. This famous photo will also be on the cover of the program book from the Bruins' clash with the Trojans. **The t-shirt will be available on a first-come, first-serve basis and exclusively at the UCLA store**, while the other four designs will be available in-store and online. This collection marks the first officially licensed UCLA t-shirt collection that honors Abdul-Jabbar and his legacy.

"To highlight a true Bruin legend to fans around the world through this one-of-a-kind UCLA x Kareem Abdul-Jabbar by Mitchell & Ness Collection during UCLA's Centennial celebration is truly a once in a lifetime opportunity not to be missed," notes Cynthia Holmes, Director of UCLA Trademarks & Licensing. "We are thrilled to be able to support this collaboration and to introduce Kareem to a new generation of Bruins."

The shirts are created by Mitchell & Ness, a Philadelphia-based apparel company known for vintage sports merchandise. The four other designs include one that reads, "Bruin Forever" across the front, with a silhouette of Abdul-Jabbar as the "i"; a retro image of Abdul-Jabbar in the act of the "skyhook" move that he made famous; a posed shot of Abdul-Jabbar sitting with a basketball; and one that features a UCLA script on the front, with "Abdul-Jabbar" written across the back, jersey-style, and his retired No. 33.



“I’m excited to be teaming up with Mitchell & Ness to celebrate my basketball career and to honor the great education — on and off the court — I received at UCLA,” said Abdul-Jabbar, 3X-NCAA Champion.

A basketball legend, Abdul-Jabbar played under famed UCLA head coach John Wooden from 1966-1969. The 7-foot-2 center helped lead the Bruins to three consecutive national championships and individually, was a record three-time MVP of the NCAA Tournament. Abdul-Jabbar was also a three-time National College Player of the Year and earned Consensus First-Team All-American honors three times. UCLA retired Abdul-Jabbar’s iconic No. 33 jersey in 1990.

After college, Abdul-Jabbar was drafted first overall by the then-one-year-old Milwaukee Bucks in 1969 and led them to an NBA title in 1971. In 1975, he was traded to the Los Angeles Lakers, where he would spend the final 14 seasons of his NBA career and win five more NBA championships.

Today, Abdul-Jabbar is also a best-selling author and 4X award-winning cultural writer for *The Hollywood Reporter* and *The Guardian Newspaper*. In 2016, Abdul-Jabbar received the Presidential Medal of Freedom, our nation’s highest civilian honor, from former President Barack Obama.

For more on Abdul-Jabbar, visit his website, www.KareemAbdulJabbar.com, or follow him on Twitter, @KAJ33. Abdul-Jabbar is represented by Iconomy Multi-Media & Entertainment, an agency that helps athletes navigate life after retiring from professional sports. For more on Iconomy, visit www.iconomy.com.

About ASUCLA:

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA’s campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu

About UCLA Trademarks & Licensing

UCLA Trademarks & Licensing is an enterprise of Associated Students UCLA (ASUCLA) who stewards the UCLA® brand licensing program throughout the world. ASUCLA established UCLA as the first U.S. college or university to have a formal trademark licensing program after launching the program in 1973 in response to increasing demand for UCLA branded products beyond the borders of the campus. This included not only expansion throughout the U.S. but internationally as well when UCLA brand collections debuted in Japan in the late 70’s. UCLA’s popularity and academic reputation, together with the mystique of the Southern California lifestyle, continue to capture the interest and imagination of local and international audiences fueling demand for UCLA emblematic goods around the world. For more information please visit www.uclalifestyle.com; [@uclalifestyle](https://twitter.com/uclalifestyle); [#uclalifestyle](https://twitter.com/uclalifestyle)