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Harlem Globetrotters celebrate World Trick Shot Day with skydiving shot



PRNewswire/ -- The world famous Harlem Globetrotters, who have made seemingly impossible trick shots part of their everyday repertoire, have once again put their shot-making expertise on center stage today to help celebrate the fourth annual World Trick Shot Day.

In celebration of this year's World Trick Shot Day, Globetrotter star Hammer Harrison successfully completed the highest slam dunk ever attempted, skydiving from 13,000 feet at Skydive Arizona in Eloy, Ariz., before successfully slamming home a dunk just before landing. The shot can be seen at: <https://youtu.be/evMG2atXH2c>

World Trick Shot Day was created by the Globetrotters in order to give fans around the world a chance to celebrate what they can do with a basketball, a hoop and some creativity. Three years ago, the Registrar at National Day Calendar officially declared "World Trick Shot Day," which is celebrated on the first Tuesday of every December.

This is the second straight year Hammer has successfully completed an amazing shot for World Trick Shot Day. Last year, he dunked off the Stratosphere in Las Vegas, a shot of over 850 feet. That shot can be seen here: <https://youtu.be/CdsfMFRKVNk>.

World Trick Shot Day was created to not only pay homage to the fun and entertaining aspect of the trick shot, but also to invite and engage with fans from all over the world to get in on the act as well. By using the hashtag, #WorldTrickShotDay, trick shot artists everywhere can share their attempts at one-of-a-kind moves across social media. Additionally, the Globetrotters will reward some of the best submissions with tickets to their 2020 "Pushing the Limits" World Tour.

"We work on trick shots every day, though the skydive trick shot is not one of them," laughed Harrison, who enters his 11th season with the Globetrotters in 2020. "We practice them because it's such a thrill for us, and for our fans. Our fans give us such great feedback when we post them.

We love getting the chance to see what they can do, too."

The Globetrotters have made trick shots a staple of their repertoire for much of their 94-year history, beginning with greats such as Goose Tatum, Meadowlark Lemon and Curly Neal, and continuing through with today's Globetrotter stars, who own 22 current Guinness World Records and just weeks ago set six new marks.

The Globetrotters are currently preparing for 94th year of touring with the 2020 "Pushing the Limits" World Tour, during which the team will play in more than 250 North American markets, as well as more than 30 countries worldwide. Tickets are now available at harlemglobetrotters.com.

The Harlem Globetrotters® are legendary worldwide, synonymous with one-of-a-kind family entertainment and great basketball skills for the past 93 years. Throughout their history, the Original Harlem Globetrotters have showcased their iconic talents in 124 countries and territories on six continents, often breaking down cultural and societal barriers while providing fans with their first-ever basketball experience. Proud inductees of the Naismith Memorial Basketball Hall of Fame, the Globetrotters have entertained hundreds of millions of fans - among them popes, kings, queens, and presidents - over nine thrilling decades. The Ambassadors of Goodwill are sponsored by Baden Sports, the Official Basketball, Champion, the Official Uniform & Apparel provider, Tum-e Yummies, the Official Fruit Flavored Drink, Carnival Cruise Line, Inc., Heelys, and Nationwide Children's Hospital. Harlem Globetrotters International, Inc. is a wholly-owned subsidiary of Herschend Enterprises, the largest family-owned themed entertainment company in the U.S. For the latest news and information about the Harlem Globetrotters, visit the Globetrotters' official Web site: www.harlemglobetrotters.com and follow them on Twitter @Globies

Bud Light Super Bowl Music Fest returns with the biggest names in music



PRNewswire/ -- On Location Experiences ("On Location" or "OLE"), the official hospitality partner of the National Football League ("NFL" or "The League") and Bud Light, the official beer sponsor of the NFL, today announces the return of the Bud Light Super Bowl Music Fest. Celebrating its second year, the three-night festival will give football fans and the entire city of Miami an opportunity to enjoy the artists they love starting Thursday, January 30th through Saturday, February 1st at Miami's vibrant waterfront venue American Airlines Arena. On Friday Night, the Bud Light Super Bowl Music Fest will feature Guns N' Roses. Saturday's Super Bowl Eve concert lineup will feature Maroon 5 and special guest.

EA SPORTS BOWL will once again serve as the unofficial kickoff to the biggest weekend in the NFL season Thursday night with a Welcome to Miami Showcase that features some of the biggest names in hip-hop including DaBaby and headlined by DJ Khaled and friends. More of the hottest acts in music set to perform at EA SPORTS BOWL will be announced in the coming weeks.

In 2019, the Bud Light Super Bowl Music Fest redefined the role of music at one of the biggest sporting events in the world with unforgettable performances from all-star acts Bruno Mars, Cardi B., Post Malone, Aerosmith, Ludacris, Ciara, Migos, T.I., Lil Jon, Young Jeezy and more. Throughout the course of three nights, over 41,000 music and NFL fans filled State Farm Arena in Atlanta, GA and over 4.7 million fans streamed the shows on Twitter. The Bruno Mars and Cardi B. concert was the highest-grossing evening in State Farm Arena's 20-year history. The New York Times raved, "Atlanta Is Throwing Its Own Extended Super Bowl Halftime Show" and People Magazine declared the fest "Super Bowl dominance."

"After a tremendously successful launch last year, we are thrilled to bring the Bud Light Super Bowl Music Fest back for its second year and to the city of Miami. The Music Fest is a revolutionary event that allows more fans, both of music and the NFL, to participate in Super Bowl events, while also offering activa-

tion opportunities for sponsors and a unique entertainment space for corporate clients," said John Collins, CEO of On Location Experiences. "None of this would be possible without the support of our fantastic partners at Anheuser-Busch, EA SPORTS and American Airlines Arena. We look forward to kicking off another Super Bowl weekend and providing all fans with an exceptional Super Bowl experience."

"We were so happy to bring an event like Bud Light Super Bowl Music Fest to the city of Atlanta last year and are looking forward to bringing another incredible show to Miami this year," said Shana Barry, Director of Experiential, Bud Light. "Super Bowl Music Fest allows us to bring two of our brand's biggest passion points - sports and music together in the same place. We are thrilled to bring another set of A-list artists for an even bigger show this year."

"EA SPORTS has a reputation for hosting one of the most anticipated events of Super Bowl Week, and we're excited to be partnering with the Bud Light Super Bowl Music Fest for the second time," said Josh Rabenovets, Sr. Director of Global Brand Management at EA SPORTS. "Thursday promises to be an unforgettable night for fans in Miami with Miami-local DJ Khaled, DaBaby and more stars taking the stage to celebrate one of the greatest weekends in sports."

"As we culminate our 100th season, we're proud to continue to build upon our partnership with On Location Experiences through the Bud Light Super Bowl Music Fest. This energetic series of concerts will further add to our already exciting week, and will give our fans another opportunity to experience the power and energy of the Super Bowl," says Peter O'Reilly, Executive Vice President, Club Business and League Events, National Football League.

In addition to top-level talent spanning a multitude of genres, the festival will feature celebrity and athlete appearances. An array of premium seating offerings, including suites and club packages, will be available also featuring options for premium hospitality. For updates, visit superbowlmusicfest.com.

