



FOR IMMEDIATE RELEASE

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POINT 3 BASKETBALL AND @BdotAdot5 GIVE ONE LUCKY FAN A CHANCE TO “BE LIKE Bdot”
Performance basketball apparel brand teams up with the world’s hottest basketball entertainer for a chance to appear in the @BdotAdot5 “Be Like...” video series and win POINT 3 gear

ATLANTA, GA (July 7, 2016) – POINT 3 Basketball today announced an exclusive contest with social media superstar and basketball entertainer Brandon Armstrong, a.k.a. @BdotAdot5. The winner of the POINT 3 “Be Like Bdot” contest will earn the opportunity to appear in one of Bdot’s massively popular “Be Like...” videos and receive more than \$300 in POINT 3 apparel and gear.

@BdotAdot5 rose to internet fame last summer with his hilarious and eerily accurate impressions of NBA superstars, such as James Harden, Russell Westbrook, Kobe Bryant, and others. Over 1 million social media followers have registered more than 20 million YouTube views of his basketball themed video series which has been featured on ESPN, “Jimmy Kimmel Live” and in marketing campaigns for the NBA, AT&T and Dunkin Donuts.

“We’re very excited to work again with our man @Bdot,” said POINT 3 Head of Marketing Mikko Simon. “We know how much our fans and followers enjoy his content, and now we can offer them something they certainly never imagined – the chance to appear in one of his videos.”

In addition to the video appearance, the Grand Prize winner will receive one of POINT 3’s white-hot-selling Road Trip Basketball Back Packs, loaded with \$250 of POINT 3 apparel and gear. Five runner-up contestants will also receive Road Trip Back Packs with \$150 worth of POINT 3 gear inside.

“I love working with my guys at POINT 3,” Armstrong said. “When they reached out with this idea, I was 100% on board from the start. Now I can’t wait to find out who we get to include in one of our next “Be Like” videos!”

The POINT 3 Be Like Bdot contest will run until July 31st. To enter the contest, fans should visit www.point3basketball.com/bdot.

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POINT 3 Basketball (www.POINT3Basketball.com) is the world’s fastest growing performance basketball apparel brand, dedicated to helping ballplayers own the court in critical moments. Founded in 2010, POINT 3’s exclusive focus on the on-court needs of the basketball player led to the development of DRYV® Moisture Control, a patented textile technology designed to absorb moisture where ballplayers need it most. POINT 3 is the Exclusive Outfitter for Atlanta Hawks Youth Programs and over 300 basketball programs nationwide. POINT 3 apparel can be found online at www.POINT3Basketball.com and through a network of Alpha ambassadors across the country.

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