



## **POINT 3 BASKETBALL TEAMS WITH “@BdotAdot5” TO LAUNCH #ONLYBALLERSKNOW SOCIAL MEDIA CAMPAIGN**

*Original Video and Photo Content to be Featured Exclusively on Social Media*

**ATLANTA (Aug. 20, 2015)** – [POINT 3 Basketball](#), a performance apparel brand dedicated to innovating on behalf of basketball players worldwide, today announced an official partnership with the world’s hottest basketball social media entertainer, Brandon Armstrong, better known by his social media handle “@BdotAdot5.”

Launching today, POINT 3 and @BdotAdot5 will be producing and releasing exclusive, original content featuring themes that #OnlyBallersKnow. The videos and photos will appear on POINT 3’s (@point3hoops) and @BdotAdot5’s Instagram, Twitter, Youtube, and Facebook channels, and will encourage followers to tag, share, and submit their own moments that #OnlyBallersKnow.

“For true hoopheads, the game consists of so many moments – both on and off the court – that #OnlyBallersKnow,” said Michael Luscher, founder and CEO of POINT 3 Basketball. “We want to express and share our love of the game through these moments. We’ve known, played with and worked alongside Brandon for several years now and are thrilled that the basketball world has finally realized how talented he is!”

@BdotAdot5 has taken the internet by storm this summer with his on-court impersonations of NBA superstars. A former college and professional ballplayer, his content has been featured across nearly every major sports media outlet, including ESPN SportsCenter, SB Nation, FOX Sports, CBS Sports, Sports Illustrated, Whistle Sports, Vice, Slam Magazine, Dime Magazine, and hundreds of others.

“I’ve known the POINT 3 crew for the past few years, and I love their gear and their passion for the game,” Armstrong said. “When I hoop, I only wear POINT 3. When they told me about the #OnlyBallersKnow campaign, I was 100% on-board because the themes are so true. I can’t wait to get this out in front of all my followers!”

To follow or submit content, visit POINT 3’s social media channels on Instagram and Twitter (@point3hoops) or @BdotAdot5.

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### **About POINT 3 Basketball**

POINT 3 Basketball is the only 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 apparel can be found online at [www.POINT3Basketball.com](http://www.POINT3Basketball.com).

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