



For Immediate Release

NBA All Star and GoldenState Warriors Guard Stephen Curry creates special Under Armour shoe in memory of Craig Sager.... #StayingSagerStrong; *Auction of Game Worn Shoes to Benefit the SagerStrong Foundation*

ATLANTA (May 10, 2022) — Stacy Sager, the Sager Family and the SagerStrong Foundation is deeply touched and extremely grateful to share that long-time NBA friend Stephen Curry paid homage to our own Craig Sager by creating and wearing a special edition Curry 9 Sager Strong footwear in Game 4 of the Warriors vs. Grizzlies series / NBA Playoffs at the Chase Center in San Francisco.

Per our friends at Under Armour, heading into the 75th anniversary season, Stephen Curry was looking to honor Craig's longtime impact on the NBA, his best-in-class sideline interviews and his signature bold and colorful style. Stephen and the Curry Brand team of designers drew from a series of photos from one of their many interactions, a March 2016 home game, and specifically the patterned orange tie and suit that Craig was wearing at Oracle Arena. See the interview here: <https://www.youtube.com/watch?v=nhvkvgZP9DI>

A series of multi-colored floral graphics and dots inspired by his tie can be seen on the Curry 9 Flow shoe worn by Stephen in Game 4. To honor Craig's legacy and help change the game for good, Stephen will sign and auction off his personal game-worn pair of Sager-tribute Curry Brand sneakers, with all proceeds benefitting the Sager Strong Foundation.

"We are truly grateful to Stephen and the Curry Brand team for honoring Craig in such a meaningful way," said Terri Grunduski, Executive Director of the Foundation. "The moment that inspired the shoe, was one of Craig's favorites, as Stacy recalled last week -- he truly loved Stephen and their friendship; we are humbled that Craig will be engaged in the game, during Game 4 of the NBA playoffs, a time of year that he lived for, which is extra special to the Sager family. Thank YOU to Stephen, the Curry Brand team at Under Armour, the NBA and the Warriors for allowing Craig to be there in spirit with you."

The auction link will go live on Wednesday May 11th prior to the tip off of Game 5 in the Memphis/Golden State series. #StayingSagerStrong #RememberingCraig #CraigSager #SagerStrong

ABOUT SAGER STRONG FOUNDATION:

The SAGERSTRONG Foundation was founded in 2016 by former Hall of Fame and two-time Emmy Award Sports Reporter Craig Sager and his wife Stacy, to fund and support blood cancer research and trials, so that one day, leukemia patients and their families will not have to go through the battle they endured. The Foundation has raised over 2.4 million dollars to help fund blood cancer research, including two clinical trials at MD Anderson Cancer Center in Houston. These important trials support Dr. Naveen Pemmaraju's (Craig's doctor) research with current Myelofibrosis patients and patients with Advanced Myeloproliferative Neoplasms. For more information on these trials, research, the #SagerStrong Foundation and events, or to make a donation to support our work, please visit sagerstrongfoundation.org.

ABOUT CURRY BRAND:

A partnership between Stephen Curry and Under Armour, Curry Brand is a purpose-led performance brand with a mission to ensure every young person has equitable access to sport, providing solutions that positively impact youth sports in under-resourced communities. It aims to provide youth with new apparel and equipment, access to mentors and coaches, and safe places to play. Curry Brand will feature footwear, apparel, and accessories across multiple categories including basketball and golf. Learn more at currybrand.com.

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