



Michael Jordan International Air Basketball Academy

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Mr. Ted Baur
NEXT Writer/Editor
ESPN Magazine
19 E. 34th Street

Dear Mr. Baur:

I know that this time of year is very busy, as you are starting to prepare for your next "NEXT" issue. I hope all has been well since we last saw each other at the Adidas ABCD camp. I couldn't believe the level of talent that was showcased from the high school level.

As we spoke about at the camp, I have been working with Michael Jordan for the past two years now, in an effort to establish a premier basketball school for the best young players from around the world. I am happy to announce that all of our hard work is finally paying off.

On March 6, 2009 we will be kicking off a ten-stop world tryout tour to select the inaugural class of the Michael Jordan International Air Basketball Academy. Once selected, each player will receive a personal phone call from Michael Jordan himself, welcoming them to the Academy. Students will then arrive at the Academy in June, where they will receive the best instruction available; already having commitments from Bill Russell, Isiah Thomas, and Larry Bird to take on primary instructor roles. We also expect more high profile names to come on board as we get closer to summer.

As the editor of ESPN's "NEXT" series, I know that you are always on the lookout for the stars of tomorrow. That is why I believe that covering this tour as well as the Academy over the summer, will be a perfect opportunity for you to see the best young basketball players the world has to offer.

I have enclosed a press kit that contains further details about the camp as well as the tryout tour.

The level of excitement that is building around this new venture is amazing. With Michael Jordan's name, as well as a number of other legends of the game, we expect entrance to this basketball academy to become the most prestigious honor that can be bestowed upon a young player. I sincerely hope that you, or one of your staff members is able to follow us as we begin this new journey.

Thank you for your time and for consideration for ESPN The Magazine. Feel free to contact me at any time with questions you may have.

Sincerely,


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Executive Director

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