



BIG3 Basketball & Ice Cube – 2024 ANA AIMM

References & Testimonials

"BIG3 is one of the most powerful leagues that I have ever been a part of with diversity, inclusion and opportunity. Ice Cube doesn't just throw the letter DEI around for optics, it's actionary. He hired me, a woman, to be the Head Coach of Power and the opportunity to have equal pay with all our esteemed NBA greats and Hall of Fame coaches. One of the things I'm most proud of is that Ice Cube is a certified Black Owner of our Basketball League. He is giving us the opportunity to see the world in a different way. I'm honored and privileged to work with and for him." - **Nancy Lieberman, Naismith Basketball Hall of Fame**

"The BIG3 is the best thing on TV." - **Snoop Dogg at the BIG3 Championship in LA**

"It's fun. The crowd is huge. The energy is amazing. I'm all in!" - **Mark Cuban at the BIG3 in Dallas**

"[The BIG3] is great! It's good for the game and it's good for these players. The Players Association, even the NBA, should be involved in this." - **Kentucky Coach John Calipari at the BIG3 in Philadelphia**

"The Joe Johnson signing will be a magnet for players who aren't ready to retire from the NBA to join the BIG3." - **Rachel Nichols on ESPN's The Jump**