



## **BIG3 Basketball & Ice Cube – 2026 ANA AIMM**

### **References & Testimonials**

"At Red Lobster, we know that greatness starts with mastering the fundamentals, like quality, mouthwatering food, and exceptional service. That's why we're proud to partner with BIG3, a league that celebrates the core elements that make basketball great. We're excited to connect with fans through the energy, innovation, and authenticity that define the league and look forward to bringing the heat and the fun all summer long through the "Bring the Fire" buzzer and other fan experiences at every game." – **Nichole Robillard, Red Lobster CMO**

"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, BIG3 Coach and Naismith Basketball Hall of Famer**

"For the past two seasons, BIG3 has been a tremendous partner in our overarching goal of driving brand engagement among multicultural audiences at the intersection of sports, culture, and community. Our brands have been thrilled with the success of their activations across several different touchpoints that span the league, its broadcasts, its players, and its community impact initiatives." – **Charlotte LaNier, Sr. Director of Multicultural Business Acceleration, P&G**