

Legislation Details (With Text)

File #: 190295 **Version:** 0 **Name:**

Type: Resolution **Status:** ADOPTED

File created: 4/11/2019 **In control:** CITY COUNCIL

On agenda: **Final action:** 4/11/2019

Title: Recognizing and honoring former NBA All-Star Allen Iverson for hosting his third annual "Iverson Classic" event; and further dedicating the week of April 22, 2019 to April 26, 2019 as Allen Iverson Classic Week in the City of Philadelphia.

Sponsors: Councilmember Jones, Councilmember Parker, Councilmember Green, Councilmember Bass, Councilmember Greenlee, Councilmember Taubenberger, Councilmember Domb, Councilmember Blackwell, Councilmember Gym, Councilmember O'Neill, Councilmember Quiñones Sánchez, Councilmember Johnson, Councilmember Henon, Councilmember Oh

Indexes:**Code sections:**

Attachments: 1. PHILSignatureReport-19029500

Date	Ver.	Action By	Action	Result	Tally
4/11/2019	0	CITY COUNCIL			
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Recognizing and honoring former NBA All-Star Allen Iverson for hosting his third annual "Iverson Classic" event; and further dedicating the week of April 22, 2019 to April 26, 2019 as Allen Iverson Classic Week in the City of Philadelphia.

WHEREAS, Allen Iverson is an eleven-time NBA All-Star, who retired from professional basketball in 2010, after 14 seasons in the league. For twelve of those seasons, Iverson played for the Philadelphia 76ers; and

WHEREAS, In 2017, Iverson started the "Allen Iverson Roundball Classic", also referred to as the "Iverson Classic", a premiere high school All American game, featuring top players from all across the nation. The week-long event is owned and operated by Iverson Manselle Bates Enterprises, a sports and entertainment company co-owned by Allen Iverson, Jai Manselle and Bobby Bates; and

WHEREAS, In 2018, the Iverson Classic surpassed McDonald's All American Game and the Jordan Brand Classic as the most viewed All American game in the world, with over 75 million views across the internet; and

WHEREAS, Following the tradition started at the 2018 Iverson Classic, 24 of the best players from across the country will be split into two teams, and will be co-coached by a NBA legend and a high profile high school basketball coach. The first team, "Team Loyalty," features standouts like Cole Anthony, Nico Mannion, Precious Achiuwa and Jaden McDaniels. The second team, "Team Honor," will feature 247Sports #1 overall ranked player in the country Anthony Edwards, along with University of Kentucky commit Kahlil Whitney and Oregon commit CJ Walker; and

WHEREAS, The 2019 Iverson Classic Week starts Monday, April 22, 2019 with the regional play-by-play classic invitational. On Wednesday April 24, 2019, there will be "The Iverson Games", which includes a dunk contest, 3-point shootout, and one-on-one matchups. The event will end with the Allen Iverson Roundball

Classic All American Game on Friday April 26, 2019; and

WHEREAS, The 2019 Iverson Classic also marks Allen Iverson's reunion with SLAM, the highest rated brand in basketball media. This will be SLAM's first year partnering with the Iverson Classic; and

WHEREAS, Additionally, in advance of the 2019 Iverson Classic, a groundbreaking television deal was signed with Sling TV. As a part of this deal, the Iverson Classic will be seen and shown across the world on Sling TV's platform; and

WHEREAS, The Iverson Classic is the only event of its kind, where soon-to-be NBA stars actually train and compete under the guidance of Allen Iverson; and

WHEREAS, Allen Iverson is the first iconic athlete to ever make himself the face of such a major event. All other events of this class are brand associated events; and

WHEREAS, Allen Iverson wanted the 2019 Iverson Classic to be in Philadelphia-a place he holds dear to his heart; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby recognizes and honors former NBA All-Star Allen Iverson for hosting his third annual "Iverson Classic" event and further dedicates the week of April 22, 2019 to April 26, 2019 as Allen Iverson Classic Week in the City of Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Allen Iverson as evidence of the sincere admiration and respect of this legislative body.