

Nike Launches An Exclusive "LeBron James and Bronny James Sneaker titled "Legacy"

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Nike, a leader in athletic footwear and apparel, has announced the launch of an exclusive LeBron James and Bronny James sneaker titled "Legacy". The sneaker will honor the "Legacy" that LeBron James has created for his son Bronny James. This exclusive sneaker will be launched at the 2024 Emirates NBA Cup in November and will be exclusively sold online at Nike.com

The "Legacy" sneaker is a testament to showing the relationship between a father and son. Fathers lead by example, guide their children to success, and work hard for their families. Bronny James is a rookie in the NBA following his fathers "Legacy" that LeBron James has started. LeBron James and Bronny James now both play on the Los Angeles Lakers together and that is what legacy looks like. LeBron James said, "To be able to have this moment where I'm working still and I can work alongside my son is one of the greatest gifts I've ever gotten from the man above, and I'm gonna take full advantage of it."

About Nike

Founded in 1964, Nike is an American athletic brand based in Beaverton, Oregon, known for being a leader in athletic shoes and apparel. Nike also houses the brands Converse and Jordan, and sells sports equipment embodying their message of "Just Do It". For more information visit Nike.com.