

-Sports-

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Burrell Communications Group launches KAI 1, the ‘Enlightened Warrior’ shoe



Agency's groundbreaking animated spot artfully leverages AI in a captivating storytelling campaign for NBA star Kyrie Irving's signature line

CHICAGO, April 12, 2024 /PRNewswire/ -- Burrell Communications Group, one of the world's most highly regarded Black-owned advertising agencies, announced the release of "KAI 1, The Origin Story," the first advertising campaign for the

signature ANTA KAI 1 basketball shoe. The inaugural campaign from Burrell supports the newly released "Enlightened Warrior," the second colorway of the ANTA KAI 1, inspired by ANTA Chief Creative Officer and global basketball icon Kyrie Irving. ANTA U.S. and Burrell's partnership began in February of this year.

The spot, chronicling Irving's ethos, takes audiences through a

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Hagerty to block tracking of gun purchases... see article on sports-Military page 2



U.S. Sen. Bill Hagerty

“Merchant category codes should never be used to track and surveil gun store customers,” said Senator Hagerty. “If this alarming overreach isn’t stopped here, radical leftists won’t just target gun owners—they’ll weaponize the financial system against anyone who makes a purchase that doesn’t conform to their agenda. This bill is critical to preventing the politicization of MCC...”

13 prospects set for 2024 NFL Draft presented by Bud Light from Detroit from April 25-27

NFL Draft to Kick Off in Prime-time at 8:00 p.m. ET On Thursday, April 25

NEW YORK — April 11, 2024 — As announced on NFL Network's "Path to the Draft", 13 prospects are confirmed to attend the 2024 NFL Draft presented by Bud Light in Detroit.

Alabama and Louisiana State each will have three players on-site, the most among all colleges. The Southeastern Conference leads all conferences with seven prospects confirmed to attend, followed by the Pac-12 (three), Atlantic Coast Conference (one), Big Ten (one) and Mid-American Conference (one).

The Draft begins with the first round on Thursday night, April 25, and continues Friday, April 26, with Rounds 2-3. The Draft will conclude on Saturday, April



27, with Rounds 4-7. The NFL Draft, which was held in Kansas City last year, will be hosted in the state of Michigan for the first time.

The first round will conclude on Thursday by approximately 11:30 p.m. ET. In 2023, the first round consumed three hours and 40 minutes. The second and third rounds will conclude on Friday by approximately 11:00 p.m. ET. The second and third rounds took a combined three hours and 59 minutes in 2023. The draft will conclude by approximately 7:00 p.m. ET on Saturday with the final four rounds. Rounds 4 through 7 took six hours and 51

Applebee's to offer 20 FREE boneless wings with online purchase during NFL Draft

Applebee's to offer 20 FREE Boneless Wings with \$40 online purchase during the 2024 NFL Draft

NEW YORK and PASADENA, Calif. — April 16, 2024 — Applebee's Grill + Bar and the National Football League announced they have entered into a multi-year partnership agreement designating Applebee's as the Official Grill + Bar of the NFL.

With this new partnership, Applebee's will leverage the entire NFL calendar, beginning with next week's NFL Draft, to engage football fans across the United States, and continue to bring great value and delicious food and drinks to guests on gameday – whether at one of the more than 1,500 Applebee's restaurants nationwide, at home or tailgates with Applebee's To Go. “Applebee's fans are NFL fans, which is why we are excited to bring America's Favorite Grill + Bar together with America's number one sport in a way that will create a fun and engaging experience for all,” said Joel Yashinsky, chief marketing officer at Applebee's Grill + Bar. “We have

the best food and drinks to enjoy while watching games, whether dining at our restaurants or enjoying Applebee's To Go at home. From America's Favorite Boneless Wings, Mozzarella Sticks and more to a wide range of bar offerings, there's no better place than Applebee's to enjoy watching football. We can't wait to provide great experiences and NFL opportunities to our fans.”

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Memphis Showboats vs. St. Louis set for Sat., April 20; Broadcast on ABC and on News Talk 98.9

MEMPHIS, TN - The second interconference matchup for both teams will leave one of them with their first win over a team from the opposite conference. Memphis fell to XFL Conference foe San Antonio at home in Week2, while St. Louis lost its season-opener at USFL Conference member Michigan. Memphis is 1-2, coming off a 33-14 loss at Birmingham. The Stallions

minutes in 2023.

ROUNDS:
Seven Rounds – Round 1 on Thursday, April 25; Rounds 2 and 3 on Friday, April 26; and Rounds 4 through 7 on Saturday, April 27.

There will be 257 selections, including 34 compensatory choices that have been awarded to 14 teams that either experienced a net loss of certain quality unrestricted free agents last year or received special selections under a 2020 amendment to the League's Collective Bargaining Agreement, which was agreed upon by the NFL and the NFLPA to promote equal employment opportunities and an inclusive workforce within NFL clubs.

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NFL-USO Tour in Poland
see sports-Military 2

Baller Alert Partners with Revolt to Launch Baller Alert Show... see sports-Ent. 5

Dukes of Hazzard Fame Tom Wopat Begins Tour
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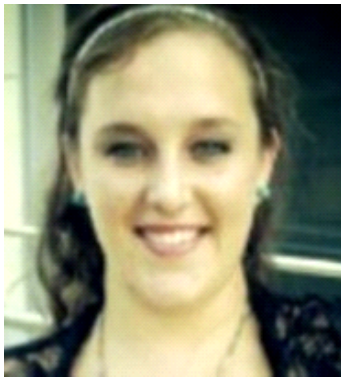
FedEx St. Jude Partners with FairWays to Teach College Students to Golf; 12 UofM Students Participate
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Pierre Seals Named to AAC Honor Roll
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Meet some of BIHMST sports correspondents



William M. Larsha, Jr.



Ashley Braun Gendek

BIH MST Travelers, join correspondents William M. Larsha, Jr. and Ashley Braun Gendek in their sports coverage of University of Memphis Tigers, Memphis Grizzlies, TN Titans, Southern Heritage Classic, FedEx St. Jude Championship, Memphis Showboats, UFL, NFL, Soccer and more on The Mid-South Tribune and the Black Information Highway at blackinformationhighway.com

Welcome, Travelers!

MST Editorial Note:

We support real women in women's sports!

ALL IN

MEMPHIS

SPRING

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GAME

Simmons Bank Liberty Stadium
Free Parking & Admission