

HOLIDAY GIFT IDEAS

Children's Gifts That Are A Slam Dunk

(NAPSA)—This holiday season the National Basketball Association is launching its new kids line featuring the league's widest assortment ever of products for infants, toddlers, and tweens including accessories, apparel, bags, games, plush, sporting goods, toys, stationery and calendars. The NBA Kids line offers products that young basketball fans are sure to enjoy this holiday season.

The NBA is greatly increasing its products for kids due to the overwhelming popularity of the league in this age group. According to a recent ESPN Sports Poll, more kids (75 percent) ages 7 - 11 are fans of the NBA than any other sport. Some of the exciting new products include:

Game On

The new NBA Match 'Em Up™ by Mascotopia (\$18.00) is a memory game kids will play over and over. The game includes colorful, solid wood tiles featuring all 30 NBA team logos and is great for the whole family.

In The Cards

New this holiday season, NBA UNO® (\$12.95) is a different spin on the classic card game and features select teams including the New York Knicks and Boston Celtics. The game is composed of 112 custom cards that feature some of the NBA's greatest legends including Willis Reed, Larry Bird, Walt Frazier and many more.

Grin And Bear It

Beginning this holiday season, Build-A-Bear Workshop® will offer all 30 NBA team uniforms for your child's furry friend. Official



Hoop Dreams—Basketball gifts make great holiday presents for little athletes.

merchandise ranges from bear-sized team Tiny Tee® shirts to official bear-sized NBA team uniforms.

Watch Out

Fans can take an inside look at 10 of the NBA's greatest Superstars in the latest action-packed PVDs by Hasbro Video Now (\$8.99 per disc). Each disc features on-court moves and off-court interviews. Appearances include: Jason Kidd, Vince Carter, Carmelo Anthony, Kevin Garnett, Allen Iverson, Ben Wallace, Jermaine O'Neal, Shaquille O'Neal, Tim Duncan and LeBron James.

Baby Talk

Perfect for the newborn, the first and only NBA Basketball Mobile™ from Mascotopia (\$44.00) helps to develop important memory and concentration skills. The mobile, available in all 30 NBA teams, features four plush team figures and plays the "Basketball Lullaby™" that will have your baby dreaming in no time.

Comfortable Kids

NBA Kids also offers underwear and loungewear perfect for the next sleepover or birthday

party. Kids can now show their support for their favorite superstars and teams with the brand new NBA Kids underwear and loungewear line from Unk (boxers—\$12.00, Sets—\$24.00). Also Reebok Kids has got you covered with high quality youth apparel, jerseys, and toddler sets perfect for kids of all ages.

The new NBA Kids line also features NBA and team-identified Jersey Backpacks and Ball Bags from The Original Ball Bag Company, and other NBA school supplies that include notebooks, binders, memo pads and calendars.

Play Ball

The new NBA Youth Portable Back Board System by Spalding (\$69.99) is lightweight, durable and portable. The backboard is a great way to get your little fan on the way to the NBA. Available in all 30 NBA teams, each backboard features the logo or jersey of your favorite team or player.

Keep Bouncing

The Spalding NEVER FLAT™ basketball, with a suggested retail price of \$39.99, hits store shelves this holiday, in time for the holiday shopping season. The Spalding NEVER FLAT basketball is the only ball that stays inflated 10 times longer than traditional basketballs—guaranteed for at least one year.

Getting great gifts for the kids on your list will be a slam dunk. The entire NBA Kids line will be available for purchase starting this holiday season at the world's only NBA Store on Fifth Avenue in New York City, on NBAStore.com and at additional retailers across the country.