

MICHAEL JORDAN'S OPEN LETTER TO THE CITY OF CHARLOTTE

BOBCATS | SPORTS & ENTERTAINMENT

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Dear Charlotte,

Carolina roots run deep.

I learned that while growing up in Wilmington, and again during my years at UNC. There's a pride that comes with being from here, and a respect for tradition that makes this a special place. Basketball has always been among the biggest of those traditions, and Carolina is where my passion for the game first developed.

It's that passion - for both the game and the business of basketball - that has led me to this moment. I'm here to build a legacy as an owner by turning this into a model franchise that's focused on winning and creating a great fan experience. I want to build a connection between this team and this community. I want to give back to the people of the Carolinas who have supported me throughout my career. And I'm prepared to invest the money, time and energy needed into making all these things happen.

Owning this team is my number one priority. Earning your trust is my first step. I don't expect anyone to blindly support this franchise, and I don't want anyone to do it just because I'm the owner. It's our responsibility to earn our way in this community, and my staff and I will do that by putting a winning team on the floor, making the experience at a Bobcats game memorable, and being active in this community. I'll be bringing plenty of ideas and resources to the table, but I'm also here to listen. Your feedback is important to me because at the end of the day, this is your team too, and I want you to be a proud supporter of the Bobcats.

I want to thank Bob Johnson for bringing the NBA back to Charlotte, and for making this opportunity possible. I want to thank the fans and partners that have supported this franchise for the past 6 years. And I ask those who haven't yet come around to the Bobcats to give us a chance to earn your support. We've got a Hall of Fame coach and a team that plays the right way. We've got affordable tickets and a family atmosphere at the arena. But most of all, we've got just eight home games left in the regular season to make one final push for our first-ever playoff appearance. I want you to be a part of that because it was the fans that made Charlotte a great NBA city in the first place, and it's the fans that will make it great again.

I'm in. I'm here. And I hope to see you at Time Warner Cable Arena.

Sincerely,

Michael Jordan



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