



## The NBA Cares

A global brand who's growing to an all-time high  
no smoking mirrors here the NBA is truly a league that cares  
because of a culture & fraternity of players, support teams,  
and evolving organizations that's undoubtedly committed to share –

the game of basketball has been globally embraced  
Commissioner Silver thank you for clicking on all cylinders  
because of your leadership, elegance, and candor your  
calmness is sealed tight with turbos & all the necessary filters –

daily you manage power, ego's, and culture barriers  
it's far to easy to take for granted your quality & worth  
when you are the vaccination to Donald Sterling like pandemics  
providing a quality every parent wishes for their child from birth –

so balanced at this rate none of the league records are safe  
we love the way today's talent's are representing their names  
and a super distinct beauty to it all is the NBA & WNBA brands  
and the communities interactions for the love of the game –

we commend how the brand unity appears so extraordinary easy  
congratulations to you all for ascending the game to another atmosphere  
it's truly amazing how in unison the league is even in prayer's  
you all exemplify a quality cast & skyscraping formulas on all layer's –

look at Jordan, Magic, Kobe, Duncan & LeBron the message is clear  
in life although we make the simplest things unnecessarily complicated  
I can say without fears as much as we love the game the NBA cares –

Written (03/29/17) by Clifton A. Jackson

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