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Fact Sheet

FOR IMMEDIATE RELEASE

March 15, 2026

FOR MORE INFORMATION:

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Stephen Curry Signs with Nike to Represent The Curry Brand

WHAT

- Stephen Curry has signed with Nike, Inc. to represent The Curry Brand.
- Nike has agreed to pay Curry an undisclosed amount for his representation.
- Curry's previous contract with Under Armour expired on November 13, 2025 after a 12-year partnership.
- His original Under Armour deal (signed October 1, 2013) was worth approximately \$4 million per year, later extended in 2015 with an equity stake valued at over \$200 million.
- Nike is eager to represent the Curry Brand to its full extent, citing Curry's large, established fanbase.

WHO

- Stephen Curry — NBA veteran, four-time champion, 12-time All-Star, two-time regular season MVP, currently playing for the Golden State Warriors (since 2009).
- At Davidson College, Curry led the NCAA in scoring (28.6 PPG) in the 2008–09 season and was named First Team All-American in 2009.

WHERE

- Nike, Inc. is headquartered at One Bowerman Drive, Beaverton, Oregon.

WHEN

- March 10, 2026 — Nike and Curry formally agreed on terms.
- **October 1, 2013** — Curry signed his first endorsement deal with Under Armour (~\$4M/year).
- **2015** — Under Armour contract extended; Curry received equity stake worth \$200M+.
- **November 13, 2025** — Under Armour contract expired; Curry and Under Armour parted ways.
- **November 20, 2025** — Nike and Curry began contract discussions.
- **March 15, 2026** — Partnership announced publicly.

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Fact Sheet

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March 25, 2026

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Kobe 6 Protro Pushes Limits with The Iced Over

WHAT

- Nike Basketball has announced the re-release of the Kobe 6 Protro in a brand-new colorway called "The Iced Over."
- After the manufacturing and selling of the original Kobe 6 Protro stopped in april 2021, Nike decided to re-release the shoe with a new colorway.
- The Kobe 6 Protro features full-length Zoom Air cushioning and an updated traction technology pattern for elite lateral support on any surface.

WHO

- Nike Basketball — Nike's basketball division, responsible for athlete footwear partnerships and global marketing.
- **Nike** — Global athletic footwear and apparel company headquartered in Beaverton, Oregon.
- Nike VP Phil McCartney confirmed players were excited about the new release and the company is on pace for a June 24 sales date.
- Kobe Bryant — NBA legend and five-time champion with the Los Angeles Lakers, through the Kobe shoe line, Kobe's legacy lives on.
- Phil McCartney — Vice President at Nike Basketball, who confirmed player excitement and the projected release date.
- 16 active NBA players — Recruited by Nike to test and provide feedback that helped shape the final Kobe 6 Protro design.

WHERE

- Nike, Inc. is headquartered at One Bowerman Drive, Beaverton, Oregon.
- Player testing was conducted across NBA markets with 16 active players.
- The Kobe 6 Protro "Iced Over" will be available on Nike.com, SCHEELES All Sports Inc., Dick's Sporting Goods and other partners.

WHEN

- **Prior to March 25, 2025** — Nike contacted 16 NBA players to test the new Kobe 6 Protro and collected feedback to refine the design.
- **March 25, 2025** — Nike Basketball publicly announces the Kobe 6 Protro "Iced Over" re-release.
- **June 24, 2025** — Projected public sales date for the Kobe 6 Protro "Iced Over."

Quotes

- "Nike contacted 16 NBA players to test the new shoes and shaped the design based on their direct feedback."