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DRAFTKINGS

BY DEYSCHA SMITH

JANUARY 23, 2025

DraftKings Collabs with Four Renowned Artists to Capture the Spirit of the

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spirit of the game with an entire Artist Series collection: collaborating with four renowned artists, the collection contains hoops-inspired pieces that showcase the energy and character of the cities they're from, all while incorporating the DraftKings signature crown.



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experiences on and off the court within his art; Sue Tsai, an artist from NYC whose work is as bold and edgy as the Mecca and, finally, Timmy Sneaks, who is from Boston and capture's the city's aura with bright colors with iconic pop characters.

Together, these creatives and DraftKings have intertwined artistry and style with exclusive, [basketball-inspired merch](#) that displays their art, all while telling the story of four unique cities, home to some of the most historic sports franchises. The launch of the [Artist Series Collection](#) comes at a



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picked artists that represent the city the right way, has ties to basketball and sports and understands the world of DraftKings and basketball," Richardson tells us.

"[Their] graphics represent a great collaboration with authenticity, organic artwork that [resonates] for the fans of sports, betting and basketball culture."



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their work. What they found were four artists that are fully intertwined in sports culture: Saladeen once rang the bell at the 76ers game, Tsai partnered with the League for their 75th anniversary, Timmy Sneaks has murals around The Town and De Guzman has worked with the Bulls for NBA All-Star in 2020.

"It was important to make sure that the artists love the sport," Richardson says.

"All these artists bet on themselves. Being an artist is not an easy way to live and... being a part of sports and connecting that



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ON THE Competitiveness Of The NBA On DraftKings' Starting Five

BY **DEYSCHA SMITH**

MARCH 28, 2023

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