



THE HEAT GROUP

**BUSINESS COMMUNICATIONS**

**PRESS RELEASE**



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# HEAT TO UNVEIL *MIAMI RED* UNIFORM CAMPAIGN PRESENTED BY ACORDIS INTERNATIONAL CORP.

MIAMI, FL – Tomorrow, the Miami HEAT will unveil their *Miami Red* uniform campaign, which honors the enduring bond the team shares with the Magic City. *Miami Red* features the word MIAMI emblazoned across the players’ chests and echoes the shared mantra: this is our city. We are its team. This is HEAT Nation.

When the HEAT take on the Golden State Warriors at 7:30 p.m. on Tuesday, November 25<sup>th</sup>, HEAT players will sport their *Miami Red* uniforms and all aspects of the in-game presentation will reflect the look and feel of *Miami Red*.

HEAT fans around the world that are interested in seeing the new *Miami Red* player introduction sequence should stay tuned to team’s social media channels—[Facebook.com/MiamiHEAT](https://www.facebook.com/MiamiHEAT) and [@MiamiHEAT](https://twitter.com/MiamiHEAT) on Twitter and Instagram—as well as on [YouTube.com/MiamiHEAT](https://www.youtube.com/MiamiHEAT) for the November 25<sup>th</sup> debut.

Also, fans will be able to add *Miami Red* graphics to all elements of their digital world, including smartphones, tablets, desktops and social media platforms. *Miami Red* graphics can be downloaded at [HEAT.com/wallpaper/wallpaper\\_index](http://HEAT.com/wallpaper/wallpaper_index).

The HEAT will wear their *Miami Red* uniforms for the following home games:

Date	Day	Opponent
November 25	Tuesday	Golden State Warriors
December 14	Sunday	Chicago Bulls
December 17	Wednesday	Utah Jazz
December 19	Friday	Washington Wizards
December 21	Sunday	Boston Celtics
December 23	Tuesday	Philadelphia 76ers

Starting tomorrow, the *Miami Red* uniforms will be available for purchase at The Miami HEAT Store at American Airlines Arena, The Miami HEAT Store by the Bay (next to the Arena Box Office), the satellite stores at Dolphin Mall and American Airlines Concourse D32 at Miami International Airport and online 24/7 at [TheMiamiHEATStore.com](http://TheMiamiHEATStore.com).

**About: Acordis International Corp.**

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