



For Immediate Release

SagerStrong Foundation Joins Forces with Bentley Motors to Continue

Craig Sager's Legacy in #SagerStyle

One of a Kind Bentley Created in Sager's Memory to be Auctioned through Julien's Auctions Raise Funds for Blood Cancer Research

Featuring Autographs from Athletes and Celebrities who Knew and Loved Craig

ATLANTA (February 17, 2023) — The late two-time Emmy Award-Winning, Hall of Fame Sportscaster, Craig Sager had a unique style that demonstrated his passion and love for life. This #SagerStyle was evident especially in his journey covering NBA basketball and other sporting events with his vibrant and colorful on-air attire and his iconic interviews with athletes around the country who played the games. His passion and love for life was never more evident than with his brave and inspiring fight against blood cancer that took his life in 2016. And now, the SagerStrong Foundation and his wife, Stacy Sager, have joined forces with Bentley Motors to continue building Craig's legacy by creating a one-of-a kind Bentley Continental GT Speed Convertible, designed in the spirit of the jacket worn by Craig during his speech at the 2016 ESPYs. Read more about the SagerStrong Bentley [HERE](#).

After spending the past eight months traversing the country collecting autographs on the Bentley by the athletes and coaches whom Craig knew and loved and considered family, the final stop for Stacy and the Bentley will be Salt Lake City to take the same path Craig would have taken, to the 2023 NBA All-Star game February 17th – 19th in Utah. The Bentley will then be auctioned off in an Online Auction in Beverly Hills by Julien's Auctions, Monday, February 20, 2023 at 10am PT, 1pm ET to raise funds for blood cancer research. For more information or to bid visit <https://www.juliensauctions.com/about-auction?id=437>.

"It is serendipitous that we would end the journey with our SagerStrong Bentley at the 2023 All Star game," said Stacy Sager. "It was the place where Craig was most comfortable -- on the hardwoods, getting the story, surrounded by his closest friends -- the NBA family -- the one place cancer could not take from him..." I remember we got the news in February 2016, that he had relapsed. ...right before All-Star weekend in Toronto. But Craig was adamant about going and not telling anyone that he'd relapsed. He didn't want his news to overshadow the weekend events at NBA All-Star. In Toronto that weekend, everybody was ecstatic to see him. They would ask how he was doing and he would just be nonchalant about it, smile and say, "Oh good, we're getting through it." But he knew the leukemia was starting to take over. Looking back, I'm happy he went. It was like a family reunion. The NBA was his family."

For More Information on the SagerStrong/Bentley Partnership, click on the link below:

[Building Craig Sager's Legacy - in #SagerStyle! - Sager Strong Foundation](#)

To see the list of athletes and celebrities who have signed the SagerStrong Bentley Signatures to Date:

[SagerStrong Bentley Project Signatures - Sager Strong Foundation](#)

Julien's Auctions link to register to bid:

[Building Craig Sager's Legacy - in #SagerStyle! - Sager Strong Foundation](#)



About the SAGERSTRONG Foundation

Craig Sager was a Turner Sports Broadcaster and NBA Sideline Reporter, known for his colorful suits and ties, with a personality to match. Sager succumbed to cancer in 2016. Stacy and Craig Sager started the SAGERSTRONG Foundation in the hope that, one day, leukemia patients and their families will never have to go through the battle they have endured. The mission of the SAGERSTRONG Foundation is to give hope to those who need it most. For more information, please visit sagerstrongfoundation.org.

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