



Publicity

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"BE LIKE MIKE" TO HIT RADIO WAVES
MICHAEL JORDAN TO DONATE PROCEEDS FROM GATORADE TAKE-OFF

HOLLYWOOD, CA - "(I Wanna) Be Like Mike," a song based on Chicago Bulls' Michael Jordan's 60-second Gatorade Thirst Quencher advertising campaign, will be released and distributed by A&M Records as a cassette single to retail stores across the country on Tuesday, November 12, on River North Records.

Packaging on the single will feature a likeness of Jordan. His proceeds from the sale of the single will go to the Michael Jordan Foundation, which funds charities all across the country.

The cassette contains the original version from the commercial track and two new versions produced by A&M Artist & Repertoire Executive Kevin Evans and River North President Joe Thomas. A "radio mix" with the original melody and vocalist and a new, funky R&B musical bed and a "Bonus Beat Mix" which is intended for club play round out the cassette. Both new versions feature a rap by Jay Johnson whose performance extends some of the lyrical ideas in the original version.

The original song was a collaboration between Shafer/Antelis Music and Bayer Bess Vanderwarker, the advertising agency for Gatorade. Steve Shafer and Ira Antelis wrote the music and recorded the original music at River North. The lyrics were written by Bernie Pitzel, a broadcast producer at BBV. Thomas and Evans created the dance-oriented track for the cassette.

(more....)

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A&M's Evans happened to be present at River North Studios during the recording sessions for the original version and was struck with the commercial potential of the song. River North Records Chairman Steve Devick approached Peter Vitulli, president of the Grocery Specialties Division of the Quaker Oats Company, manufacturers of Gatorade, with the idea of releasing the song as a single. With cooperation among The Michael Jordan Foundation and all the other entities involved, the idea became a reality in six weeks.

"Gatorade is excited that the song 'Be Like Mike' has captured the interest of so many people," said Vitulli. "We feel Michael Jordan is a great role model for kids, and that the song encourages kids to dream and aspire to be the best they can be."

The A&M/River North cassette will retail for \$4.95.

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