

THE RUBY SLIPPERS

After The Yellow Duck and before Shoot THE BALL, are the Ruby Slippers. You know, Dorothy, from The Wizard of Oz; her shoes.

The slippers were part of the Pop Culture exhibit at the National Museum of American History. We had no personal connection to this exhibit or any other exhibit for that matter. Other than standing on the other side of the glass from the slippers, the closest we had come was seeing them on TV.

Oddly enough, this was the trigger that started us talking about connecting people with a basketball; a ball that everyone can get their hands on. As we started to dream, we thought it would be special if THE BALL was seen on TV or in a magazine or, eventually, retired to a museum, adults and kids from around the world could say, "I shot that ball!"

