

New York Knicks legend John Starks will be making an appearance

NEW YORK, NY, USA, August 28, 2013 /EINPresswire.com/ -- WHO: New York Knicks legend John Starks will be making an appearance at the new City Jeans store grand-opening at 306 East Fordham Road, Bronx, NY on Friday August 30th from 2 – 4PM. He will showcase the latest collection from his Zipway NBA apparel line, and meet and pose for photos with fans.

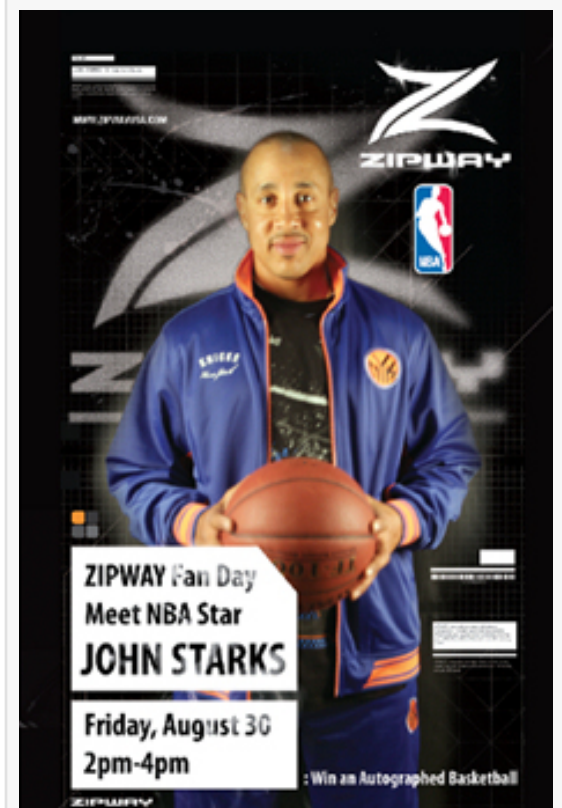
WHAT: John Starks' athletic apparel collection features the patented Zipway technology. Zipway NBA warm-up pants were designed to fill the need for a high performance breakaway pant. Coordinating NBA team jackets and shooter shorts are competitively priced and available at top athletic retailers including City Jeans Premium.

Models will be demonstrating this cool, innovative technology.

WHEN: Friday, August 30th, 2013 2:00 p.m. – 4:00 p.m.
Media Check In: 1:00 p.m.

WHERE: City Jeans Premium - 306 E Fordham RD Bronx NY 10458

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John Starks

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