

# LA RIOT AND CAL DENTAL USA ANNOUNCE COMMUNITY PARTNERSHIP FOR 2026 BIG3 SEASON

*LA Riot and Cal Dental USA team up to expand oral health outreach, community programs, and access to live BIG3 basketball across Los Angeles.*

LOS ANGELES, CA, UNITED STATES, June 13, 2026 /EINPresswire.com/ -- The [LA Riot](#), Los Angeles' franchise in the BIG3 professional

“

Cal Dental USA is about more than dentistry—we're committed to showing up for our community. LA Riot shares that same passion for Los Angeles, and we're excited to create a meaningful impact together.”

*James Jones, CEO, Cal Dental USA*

3-on-3 basketball league, today announced a community partnership with [Cal Dental USA](#), a Southern California dental care provider with deep roots in the communities it serves. The partnership brings together two brands built on the belief that showing up for your community is more than a tagline — it's the work.

At the center of the collaboration is a shared commitment to access and impact. LA Riot and Cal Dental USA will co-produce community activations throughout the 2026 season, distribute co-branded oral health and hygiene resources, and

together provide complimentary tickets to nonprofit organizations connected to Cal Dental USA's community network — putting live BIG3 basketball in the hands of families and youth groups who might not otherwise have the opportunity to attend.

“Cal Dental USA has always been about more than dentistry — we're about showing up for the community in every way we can. When we connected with the LA Riot, it was clear we were looking at a brand that operates the same way. That energy, that commitment to LA — it aligns with everything we stand for. We're proud to partner with them and excited about what we can create together for the people of this city.”

— James Jones, CEO, Cal Dental USA

LA Riot home games are scheduled for June 20, 2026, at Intuit Dome in Inglewood — featuring

a special musical guest — and July 12, 2026, at Galen Center in Los Angeles. The BIG3 recently announced tickets at \$45 for any seat at Intuit Dome and \$25 at Galen Center — a deliberate move to keep live professional basketball within reach for fans across the city. Tickets are on sale now at [big3.com/tickets](https://big3.com/tickets).

#### ABOUT BIG3

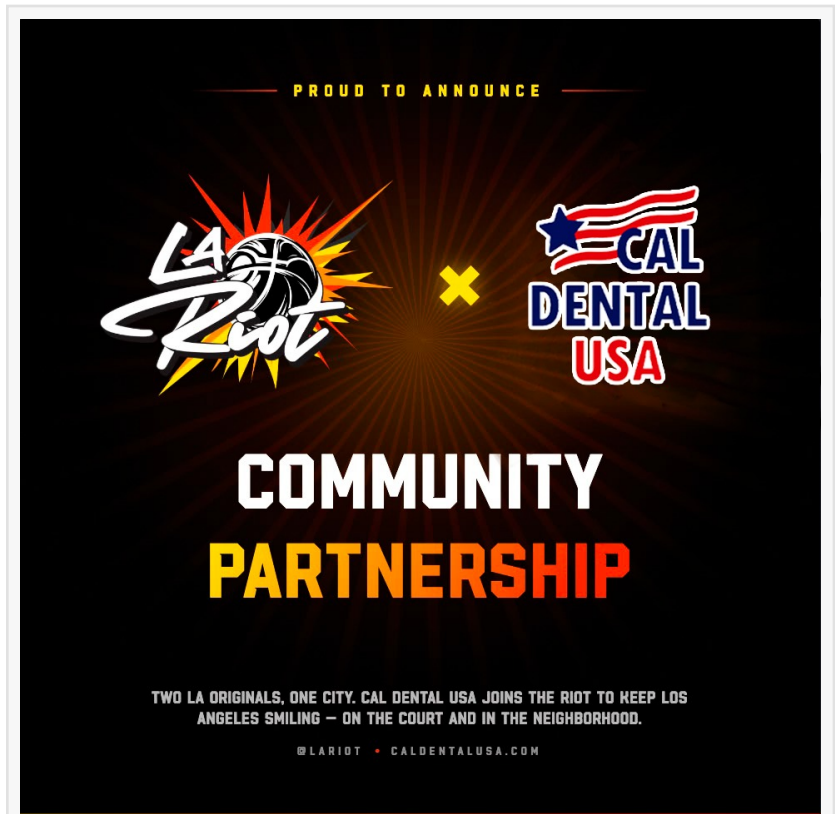
Founded by [Ice Cube](#) and Jeff Kwatinetz, the BIG3 is the premier professional FIREBALL3 basketball league, featuring Hall of Famers, NBA stars, and cultural icons in a fast-paced, high-intensity 3-on-3 format. Known for innovations including the 4-point shot and player-coach roles, the BIG3 blends basketball, entertainment, music, and culture while continuing to grow as one of the most talked about and culturally influential leagues in sports.

#### ABOUT LOS ANGELES RIOT

LA Riot is the official Los Angeles franchise of the BIG3, bringing together basketball, culture, fashion, music, and entertainment in the heart of Los Angeles. Led by Head Coach Nick Young and powered by stars including Dwight Howard, Jordan Crawford, and Kosta Koufos, LA Riot has quickly emerged as one of the league's most talked-about and traffic-driving teams. Built on the energy and influence of Los Angeles, LA Riot represents a new era of basketball culture, both on and off the court.

#### ABOUT CAL DENTAL USA

Cal Dental USA is a Southern California-based Dental Service Organization (DSO) dedicated to improving access to high-quality dental care through innovation, community engagement, and strategic partnerships. Founded in 2015, the organization supports a growing network of affiliated dental practices serving communities throughout Southern California. Cal Dental USA currently operates across more than two dozen locations and provides comprehensive dental services, including general dentistry, cosmetic dentistry, restorative care, implants, orthodontics, and specialty treatments.



LA Riot, Los Angeles' BIG3 franchise, has partnered with Cal Dental USA to support community outreach, oral health education, and affordable access to professional basketball throughout Southern California.

Under the leadership of CEO James Jones and Founder Dr. John Kim, Cal Dental USA has built a reputation for combining clinical excellence with community impact. The organization actively collaborates with leaders in sports, entertainment, healthcare, education, and nonprofit sectors to create innovative programs that promote health, wellness, and outreach beyond traditional dentistry.

With a mission to bridge healthcare, sports, entertainment, and community service, Cal Dental USA continues to expand its footprint while investing in technology, patient experience, workforce development, and community partnerships. The organization remains committed to delivering exceptional care, creating opportunities for providers, and making a lasting impact in the communities it serves.

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