



Michael Jordan Gatorade Framed Poster circa 1992-93



#205

Starting Bid **\$15.00**



Retail Value \$30.00

Donated by **Harvey Hess**

Framed Michael Jordan Gatorade Poster. 'Air' Jordan became a legend in the NBA.

*** On Aug. 8, 1991, one of the most famous commercials of all time debuted: Gatorade's "Be Like Mike." Fans of a certain age are probably already hearing the jingle in their heads. While the commercial is famous, the story of how the spot came to be isn't told as much. But it's just as good as the commercial itself.

*** Executives at Gatorade, then owned by Chicago-based Quaker Oats, were head-over-heels for good reason -- they'd just stolen their hometown star from Coca-Cola, fresh off his first championship. Quaker paid a hefty price to land Michael Jordan -- a 10-year, \$13.5 million deal and the promise that he would be the beverage's only endorser.