



ASUCLA Media Contact:  
Christina Manuel  
ASUCLA Communications Specialist  
(310) 794-8828  
[cmanuel@asucla.ucla.edu](mailto:cmanuel@asucla.ucla.edu)

UCLA Store Contact:  
Peter Poon  
UCLA Store director  
(310) 206-0756  
[ppoon@asucla.ucla.edu](mailto:ppoon@asucla.ucla.edu)

## FOR IMMEDIATE RELEASE

### **History in the making: Jackie Robinson's legacy honored in first UCLA collection**

*Releasing on March 13 at the UCLA Store, the UCLA X Jackie Robinson collection pays tribute to the former Bruin's life legacy and his four-lettered sports during his time at UCLA.*

**Los Angeles, Calif., March 13, 2024** – Experience history in the making with the debut of the first officially licensed UCLA X Jackie Robinson collection, releasing March 13. Available now at the [UCLA Store](#), this collection pays homage to Robinson's unparalleled legacy intertwined with UCLA's athletic excellence.

Efforts to bring UCLA X Jackie Robinson to fruition were led by the [Roots of Fight](#) (ROF) university collaboration program, Campus Legends and the [Associated Students UCLA](#) (ASUCLA) student-run enterprises of [UCLA Trademarks and Licensing](#) and the UCLA Store.

"Becoming UCLA's first-ever four-sport athlete meant a lot to Jackie, and he was forever proud to have played such a special role in the storied history of the Bruin tradition," the Jackie Robinson Family stated. "We are thrilled to see his light continue to shine through this collection with our great friends and partners, Roots of Fight."

Breaking ground, the exclusive UCLA X Jackie Robinson collection is not limited to his renowned Major League Baseball (MLB) legacy; the first-of-its-kind collection is inclusive of all four sports Robinson excelled in during his time at UCLA, highlighting his historic achievement as the first Bruin to earn varsity letters in baseball, basketball, track and field, and football. Further, this comprehensive line pays tribute to Robinson's contribution to American sports history, as the former Bruin went on to break the color barrier in the MLB and became the first African American to play in the league.

"We have had the honor and privilege of working with the Jackie Robinson Family for almost a decade," said ROF President and Co-Founder Jesse Katz. "We are excited to play a small part in helping tell Jackie's incredible history and stories and to extend Jackie's Roots of Fight collection to our new collaboration with UCLA. Jackie will forever be a Bruin, and with our Campus Legends program, we are proud to bring some of these amazing stories to the UCLA campus, the student body, alumni and fans of Jackie far and wide."

Celebrating Robinson's decorated lifetime achievements, the UCLA X Jackie Robinson collection includes premium hoodies, T-shirts, hats, shorts and sweatpants.



“Representing UCLA excellence and heritage with the remarkable legacy of Jackie Robinson, it is an honor to introduce this iconic, one-of-a-kind collection to Bruins,” said Peter Poon, UCLA Store director.

The UCLA X Jackie Robinson collection is available in-store and online at the [UCLA Store](#), and via [rootsoffight.com](#) for a limited time. For more information about future collection drops and promotions, follow [@uclastore](#) on Instagram.

# # #

**About Roots of Fight:**

Roots of Fight (ROF) is a media, lifestyle and apparel brand that celebrates the improbable achievements of today’s most legendary athletes, innovators and cultural icons. The ROF mission is to create high-end art, apparel and experiences that do justice to each figure’s unique battle for greatness. Each story ROF tells depicts the unending fight at the root of every human triumph. For more information and to stay connected, follow [@rootsoffight](#) on [Instagram](#), [Facebook](#) and [Twitter](#), or visit [rootsoffight.com](#).

**About ASUCLA:**

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA’s campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit [asucla.ucla.edu](#).