NEWS RELEASE

DICK'S Sporting Goods and NIKE, Inc. Enlist Dave "Lil Dicky" Burd and Diana Taurasi to Find the Next Generation of Hoopers with "The Scouts Are Out" Campaign

2026-03-17

Also featured are Jayson Tatum, Sabrina Ionescu, Shai Gilgeous-Alexander, Stephon Castle and Tyran Stokes

PITTSBURGH, March 17, 2026 /PRNewswire/ -- Today, DICK'S Sporting Goods (NYSE: DKS), in collaboration with NIKE, Inc. (NYSE: NKE), unveiled **"The Scouts are Out"**, a new campaign launching ahead of basketball's biggest month. Built around an unexpected, yet logical idea – the best place to scout the game's top talent is DICK'S – the campaign consists of a series of videos that feature a roster of Nike, Jordan Brand and Converse athletes, and highlights March as a pivotal time when young hoopers showcase their skills and rise in the ranks.

In the **anthem spot**, which draws inspiration from movie trailer storytelling, rapper and comedian **Dave "Lil Dicky" Burd** and WNBA legend **Diana Taurasi** play veteran scouts on the hunt for the next generation of hoopers. Their go-to scouting grounds? A place where future and present stars of the game walk right through the doors – DICK'S Sporting Goods. With cameos from 2024 NBA Champion and NBA All-Star **Jayson Tatum**, 2024 WNBA Champion and WNBA All-Star **Sabrina Ionescu**, 2025 NBA Champion and MVP **Shai Gilgeous-Alexander**, 2025 NBA Rookie of the Year **Stephon Castle**, and the consensus top high school recruit **Tyran Stokes**, "The Scouts are Out" positions DICK'S "the best place you could ever scout anything".

"March is when the spotlight gets brighter for basketball players everywhere," said Melissa Christian, VP of Brand Building at DICK'S Sporting Goods. "We're having fun with that idea by celebrating how everyone from household

names to the next wave of talent comes to DICK'S, because they know we have the gear, and expertise, they need to level-up their game."

The campaign is running now across broadcast, online video and social media, with the remaining spots releasing over the coming weeks. Hoopers and fans everywhere can gear up for March at DICK'S locations nationwide, online at **DICKS.com** and on the **DICK'S mobile app**.

"The Scouts are Out" marks the second time DICK'S and NIKE, Inc. have joined forces on an ad campaign of this caliber. The first time was in 2023 when the brands collaborated on **"Sports Change Lives"**, which consisted of personal stories from 10 Nike and Jordan Brand athletes, spotlighting the ways sports have changed their lives.

About DICK'S Sporting Goods, Inc.

DICK'S Sporting Goods creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, DICK'S is a leading omni-channel retailer and an iconic brand in sport and culture. Its banners include DICK'S Sporting Goods, Golf Galaxy, Public Lands and Going Going Gone! in addition to the experiential retail concepts DICK'S House of Sport and Golf Galaxy Performance Center. As owner and operator of the Foot Locker Business, including Foot Locker, Kids Foot Locker, Champs Sports, WSS and atmos, DICK'S serves the global sneaker community across North America, Europe, Asia and Australia, plus a licensed store presence in Europe, the Middle East and Asia. DICK'S also owns and operates GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving and employment opportunities can be found on **dicks.com**, **investors.dicks.com**, **sportsmatter.org**, **dickssportinggoods.jobs** and on **Instagram**, **TikTok**, **Facebook** and **X**.

Media Contacts

DICK'S Sporting Goods – **press@dcsg.com**

Category: Company

View original content to download multimedia:**https://www.prnewswire.com/news-releases/dicks-sporting-goods-and-nike-inc-enlist-dave-lil-dicky-burd-and-diana-taurasi-to-find-the-next-generation-of-hoopers-with-the-scouts-are-out-campaign-302716207.html**

SOURCE DICK'S Sporting Goods, Inc.