



PRESS RELEASE

CHICAGO BULLS BASKETBALL

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BULLS PAY HOMAGE TO CHICAGO STADIUM WITH 2023-24 NIKE NBA CITY EDITION UNIFORMS

CHICAGO – The Chicago Bulls unveiled today their 2023-24 Nike NBA City Edition uniforms. The uniform is inspired by the rich history of Chicago Stadium and is presented by motorola razr+. The team will debut the uniform in the Bulls opening In-Season Tournament Game vs. the Brooklyn Nets on Nov. 3, also presented by motorola razr+.

Through meaningful details, the jersey and retail collection pays homage to the memories created at the stadium and the unique architecture of the Bulls original home that stood on the Near West Side for almost 60 years. The architectural elements are highlighted on the uniform in many places including:

- The parallel placement of “Chicago”, representing the historic signage located on the building’s exterior.
- The phrase “Madhouse on Madison”, paying tribute to the infamous name the stadium earned due to the incomparable noise produced by the unique architectural design and a 3,663-pipe Barton organ.
- Two parallel stripes that run down each side, acknowledging the four-corner window patterning.
- An intricately detailed image of the Bulls logo located on the shorts, recognizing that every sign in the stadium was hand-painted with white paint.
- A red satin lining, honoring the first-ever event held at the stadium – a boxing match between light heavyweight champion Tommy Loughran and Mickey Walker.

Home to the Bulls during their 1991-93 NBA Championship three-peat, Chicago Stadium opened its doors in 1929 and first hosted the Bulls in 1967. With steel trusses spanning 266 feet, fans sat anywhere in the arena without having an obstructed view. Furthermore, due to the second and third layers of the bowl being built directly above the first layer, visiting teams experienced “dizzying sights.” As the world’s largest indoor arena of its time, Chicago Stadium gave fans an unforgettable experience immediately upon entrance.

The Bulls will wear these uniforms for two additional In-Season Tournament Games on Nov. 17 vs. the Orlando Magic presented by motorola razr+ and Nov. 28 at the Boston Celtics. Chicago then hosts six City Edition theme nights, where fans will be transported back to Chicago Stadium with 8-bit inspired scoreboard graphics, photo opportunities, nostalgic organ sounds, national anthem performers and more. These games include Nov. 30 vs. the Milwaukee Bucks, Dec. 21 vs. the San Antonio Spurs, Jan. 30 vs. the Toronto Raptors presented by Corona, Feb. 27 vs. the Detroit Pistons presented by Klarna, Mar. 1 vs. Milwaukee presented by SIXT and Apr. 1 vs. the Atlanta Hawks presented by BMO.

Fans can purchase the City Edition retail collection online at Shop.Bulls.com or in the Madhouse Team Store located at the United Center. To learn more about the uniform or to purchase tickets to any of the six City Edition theme nights, please visit Bulls.com/City.

Photo and B-Roll can be found [in the media kit](#).

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