



## MEDIA RELEASE

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### **NBA Offspring to Watch For in 2012**

All Grown Up, This Little One is Making Her Mark For The New Year

**Washington, D.C. (3/27/12)** -- Standing at 5'0" and a near replica of her famous father, Brittney Bogues and her public relations company, All In PR are guaranteed to make a splash this spring. As the youngest daughter of NBA Legend Muggsy Bogues, Brittney is all too familiar with what it takes to succeed in sports and entertainment.

"I have been fortunate to have both parents in the entertainment world: my mom working on movies and shows like "The Wire" and, my father at just 5'3" breaking records and playing in one of the most prestigious arenas of professional sports," Bogues says. "They have always been my role models and have taught me that with hard work, the impossible is possible."

As the shortest player in NBA history, Muggsy Bogues made a name for himself in the 10 years he played as the premiere point guard for the Charlotte Hornets, leaving the franchise as the career leader in minutes played, assists, and steals. At the height of his career, Muggsy appeared in the urban basketball classic, *Space Jam* and a brief cameo in the comedy, *Eddie*.

Following in her father's footsteps and "Dream Big" philosophy, Brittney founded All In PR, a full-service public relations firm based out of Washington, DC with the intention of combining old school public relations with new school electronic media. With Muggsy Bogues, Floyd Mayweather Jr., Sheila Stewart and Melba's Restaurant NYC already under its belt, ALL In PR promises to live by its motto, being "committed to quality, results and individuality. Understanding that no client is the same-- so their message and brand shouldn't be either."

As a member of the All In PR family, Muggsy Bogues' post-career ventures have begun to challenge his on-court accolades, thanks largely to the vision and dedication of his daughter and her team of media specialists.

“No one can remain a pro-athlete forever; there has to be a plan for the ‘end game’ and that plan needs partners,” says Muggsy. “All In PR gives me the peace of mind needed to continue in the pursuit of my post-career ventures.”

All In PR is a full service public relations firm specializing in digital communications and producing results, geared to supply pro-athletes, non-profits, and creative concepts with the tools needed to survive in today's "new media" environment.

For more information on All In PR visit: [www.allinpr.com](http://www.allinpr.com)

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