

Julien's AUCTIONS

For Immediate Release:

COLIN KAEPERNICK'S OFFICIAL 2011 SAN FRANCISCO 49ERS ROOKIE DEBUT JERSEY JOINS ICONS & IDOLS SPORTS AUCTION



FRIDAY, DECEMBER 4TH, 2020

Los Angeles, California - (September 17th, 2020) -Julien's Auctions announced today that Colin Kaepernick's official San Francisco 49ers rookie debut jersey has been added to the previously announced **ICONS & IDOLS: SPORTS**, the world-record breaking auction house to the stars' highly anticipated sports event, taking place **Friday, December 4th, 2020**, live in Beverly Hills and online at www.juliensauctions.com.

The white Reebok "7" signed jersey by the former NFL quarterback, who became the face of this generation's new civil rights movement and an American cultural figure, is estimated to sell at \$80,000 - \$100,000. Kaepernick wore this jersey in his NFL debut as a San Francisco 49er on October 2nd, 2011, when he entered the game in the first quarter for a handoff to Frank Gore for a five-yard run against the Philadelphia Eagles.

In 2016, Kaepernick knelt during the National Anthem to bring attention and awareness to racial inequality in the United States. At the end of the 2016 NFL season, Kaepernick was released by the 49ers, which led to his present-day banishment from the NFL and his legacy as one of the most prominent figures in sports history worldwide.

In 2020, his positions and actions on and off the field has catapulted him to become a central figure whose kneel became a powerful symbol of protest against racial injustice in America. His peaceful non-violent protest garnered worldwide attention and was featured on the October 3rd, 2016 cover of *Time* magazine. In 2018, he signed a multi-year deal with Nike and became the face of the sports brand's 30th anniversary "Just Do It" campaign with appearances in Nike worldwide advertisements that included the quote, "Believe in Something. Even if it means sacrificing everything."

Kaepernick spent six seasons as quarterback for the San Francisco 49ers and was recognized as the most dynamic player in the NFL. He became the starting quarterback midway through the 2012 season, replacing Alex Smith. His 181 rushing yards against the Green Bay Packers in the first game of the 2012 playoffs remains a quarterback single-game NFL record, and he'd go on to lead the San Francisco 49ers to the Super Bowl that same year for the first time since 1994.

This Reebok-brand white jersey with red lettering and detailing features "7" on front, back and shoulders in red tackle twill with "Kaepernick" across the back shoulders above the centered "7". Kaepernick signed his name on the red "7" on the back in silver Sharpie as well as "2011 Game Worn Rookie Jersey".

Kaepernick's jersey joins the previously announced lineup of artifacts from sports legends, Michael Jordan and his historic 1984 signing day rookie NBA official Chicago Bulls game jersey, and Kobe Bryant and his 2004-2005 Reebok brand Los Angeles Lakers alternate jersey and a used Spalding brand Official Game Basketball signed "Kobe Bryant/ 24".

"Today, Colin Kaepernick, now more than ever, transcends sports like Muhammad Ali and Jackie Robinson and other athletes before him, who used their power and presence in the sports arena to take a stand against injustice," said Darren Julien, CEO/President of Julien's Auctions. "Julien's Auctions is proud to add this exceptional piece of sports history to our collection of over 500 items from sports icons such as, Michael Jordan and Kobe Bryant, whose influence and impact changed the game and our world."



JULIEN'S AUCTIONS PUBLIC EXHIBITION AND AUCTION LOCATION

Julien's Auctions Beverly Hills
257 N. Canon Drive
Beverly Hills, CA 90210

PUBLIC EXHIBITION

Monday, November 30th - Friday, December 4th, 2020

Daily 11:00 a.m. - 5:00 p.m. Pacific Time

Free to the Public

LIVE AND ONLINE AUCTION**ICONS & IDOLS: SPORTS**

Friday, December 4th, 2020

Session I: 10:00 a.m. Pacific Time

Session II: 1:00 p.m. Pacific Time

For more information please email - info@juliensauctions.com or call 310-836-1818.

REGISTERING TO BID

Registration is required to bid in this online auction and can be done in person at the exhibition, or online before the sale at the JuliensAuctions.com Registration page to bid by phone, proxy or in person, or online at JuliensLive.com to bid live online, or by calling (310) 836-1818.

PLACING BIDS

There are four ways to bid in this sale:

1. Bid through Julien's Auctions Online Live in Real Time at JuliensLive.com.
2. Bid over the telephone through an auction house representative.
3. Submit a bid in person at the Julien's Beverly Hills Gallery.
4. Enter Absentee bids. Absentee bid forms are included in the back of each catalogue and are also available by calling Julien's Auctions or online at www.juliensauctions.com.

ABOUT JULIEN'S AUCTIONS

Julien's Auctions is the world record-breaking auction house to the stars. Collaborating with the famous and the exclusive, Julien's Auctions produces high profile auctions in the film, music, sports and art markets. Julien's Auctions has received international recognition for its unique and innovative auction events, which attract thousands of collectors, investors, fans and enthusiasts from around the world. Julien's Auctions specializes in sales of iconic artifacts and notable collections including Marilyn Monroe, John Lennon, Ringo Starr, Lady Gaga, Banksy, Cher, Michael Jackson, U2, Barbra Streisand, Les Paul, Neil Young, Elvis Presley, Frank Sinatra, Jimi Hendrix, Hugh Hefner and many more.

In 2016, Julien's Auctions received its second placement in the Guinness Book of World Records for the sale of the world's most expensive dress ever sold at auction, The Marilyn Monroe "Happy Birthday Mr. President" dress which sold for \$4.8 million. Julien's Auctions achieved placement in the Guinness Book of World Records in 2009 for the sale of Michael Jackson's white glove, which sold for \$480,000 making it the most expensive glove ever sold at auction. In 2020, Julien's Auctions received its third Guinness Book of World Record placement for the sale of Kurt Cobain's "MTV Unplugged" 1959 Martin D-18E acoustic-electric guitar, which sold for \$6 million making it the world's most expensive guitar ever sold at auction. Based in Los Angeles, Julien's Auctions has a global presence bringing their auctions and exhibitions to targeted destinations worldwide including London, New York, Las Vegas, Japan and China. Live auctions are presented for bidders on-site and online via live streaming video and mobile technology. For more information on Julien's Auctions, go to www.juliensauctions.com. Connect with Julien's Auctions at www.facebook.com/JuliensAuctions or www.twitter.com/JuliensAuctions or www.instagram.com/juliens_auctions.

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