

Kiki Rice joins Jordan Brand

On what it's like to hear "Kiki Rice joins Jordan Brand" out loud...

"It doesn't even seem real yet. Growing up, I used to scroll through Jordan Brand's website and see the athletes they had, or watch TV and be like, 'Oh, they're a Jordan Brand athlete.' To now be one of them, it's a dream come true and something I never really thought would happen. Now that it's official, it's the best thing that could have ever happened, and I'm so excited for the future."

On being Jordan Brand's first NIL athlete...

"It's an incredible milestone, and I think it's a testament to the hard work I've put in and all the people around me who have helped me get to this point. Signing with the Jordan Brand is another motivating factor for me to continue to work hard and achieve my goals."

On visiting the Michael Jordan Building on Nike's campus for the first time...

"When we were first driving up to campus, I couldn't help but to just think 'incredible.' As an athlete, sometimes we forget about everything that goes on behind the scenes – from footwear to apparel and all things in between – so it was insightful and eye-opening to be a part of meetings, provide feedback and be a voice they listen to."

Favorite pair of Jordans...

"Although my first pair of Jordans were 1's, my favorite pair of Jordans are 4's, and I am really excited to play in the Luka 1s, Zion 2s and Air Jordan 37."

On her memory of MJ...

"My most profound memory that I have of MJ is from The Last Dance. That was the first time I got true insight into who was as an athlete and as a person. His mental toughness, competitiveness and determination to be great are all things I strive to mirror."

Kiki's advice to young athletes...

"My advice to young athletes, especially young girls who want to play at the next level, is to stay confident and don't let someone else tell you what you can and can't do. You're the only one who can determine your limits, and there's no reason why you can't achieve the things you set your mind to."

On passions outside of basketball...

"One of my biggest passions is gender equity, especially in sports. Being an athlete, I experienced firsthand a lot of inequity, and I think leveling the playing field between boys and girls at a young age is something that I'm really passionate about in terms of helping bridge the gap."