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MAMBA & MAMBACITA FOREVER to be published by MCD in August 2025

Long-awaited book project dedicated to Kobe and Gianna Bryant

New York, NY (January 22, 2025) — MCD, an imprint of Farrar, Straus and Giroux, has acquired U.S. rights to **MAMBA & MAMBACITA FOREVER** by Vanessa Bryant, with photography by Andrew D. Bernstein's Legends Of Sport. Publication is on August 19, 2025, in honor of Kobe Bryant Day on August 24.

When Kobe and Gianna Bryant died, tragically and unexpectedly, in 2020, the world mourned with a wholehearted ferocity. In perhaps the largest and most intense outpouring of public art the world has ever seen, murals went up on seemingly every available wall in Los Angeles and around the globe. The paintings were both professional and amateur, some public and some private, many of them colossal. All of them expressed love and respect for Kobe and Gianna Bryant as athletes, as a father and daughter, as heroes who will not be forgotten.

In ***Mamba & Mambacita Forever***, Vanessa Bryant brings together the images and stories of more than a hundred murals honoring her husband and daughter. Taken together, what emerges is the story of a man who became even more than he himself could have imagined, an avatar of determination, discipline, and competitiveness. He was also a worldwide icon, one of the greatest athletes of our time, a man committed to his family and to fatherhood. Kobe was a figure of transformation and hope.

When it came to the little attention women's sports was getting at the time, Gianna wanted to break the ceiling and she was committed to being a leader in creating change for the betterment of all athletes, especially young girls and women. Kobe and Gianna have been longtime advocates for women's sports and equality. Gianna and her dad helped spark a

revolution in women's sports, and are a driving force behind the attention the WNBA has garnered today.

Mamba & Mambacita Forever ensures that the murals of Kobe and Gianna Bryant will live on even after the most monumental murals themselves have all crumbled.

Sean McDonald, Publisher of MCD, says: "The publishing of *The Mamba Mentality* has been one of the great thrills of my life. And January 16, 2020, will always be among the most heartbreaking days I've experienced. The book that Vanessa Bryant has put together with Andy Bernstein (who I worked with closely on *The Mamba Mentality*), celebrating the murals that went up all over the world to celebrate Kobe and Gianna, is more than a balm for the loss we all still feel. The book is truly beautiful, and it is again such a thrill—and a genuine honor—to get to publish it. It does not, however, provide closure—because it only proves how much Kobe and Gianna live on."

Vanessa Bryant is Founder and Chair of the Mamba & Mambacita Sports Foundation, a nonprofit organization that is dedicated to creating positive impact for boys and girls in sports through the loving vision and memory of Kobe and Gianna "Gigi" Bryant. The foundation provides sports programming through installing courts, basketball camps, clinics and equipment, and scholarship funding for young people. She is the mother to four daughters: Natalia, Gianna, Bianka, and Capri. Vanessa and Kobe were married for twenty years. Born in Los Angeles, she continues to live with her family in Southern California.

Andrew D. Bernstein is the co-founder of the sports content platform Legends Of Sport. Universally recognized as an all-star in sports photography, Bernstein was the longtime official photographer for the Los Angeles Lakers and senior photographer for the NBA. He is the 2018 recipient of the Curt Gowdy Media Award from the Naismith Memorial Basketball Hall of Fame and a 2024 inductee into the California Sports Hall of Fame. Bernstein collaborated with five-time NBA champion Kobe Bryant on the #1 *New York Times* and worldwide bestseller *The Mamba Mentality* (MCD, 2018).

About MCD: MCD is an imprint of Farrar, Straus and Giroux committed to publishing the unexpected—surprising stories, unusual authors, innovative formats—with creativity and energy. Publishing since 2017, its notable authors include such bestselling and award-winning writers as Kobe Bryant, Sloane Crosley, John Darnielle, Jonathan Escoffery, Bobby Hundreds, Ivy Pochoda, Brontez Purnell, Questlove, Robin Sloan, Rivers Solomon, Sly Stone, Héctor Tobar, Ellen Ullman, and Jeff VanderMeer.

About Farrar, Straus and Giroux: Farrar, Straus and Company was founded in 1946 by Roger W. Straus and John C. Farrar. In 1964, Robert Giroux's name was added to the roster and the company became Farrar, Straus and Giroux. The firm is renowned for its international list of literary fiction, nonfiction, poetry, and children's books. Farrar, Straus and Giroux authors have won extraordinary acclaim over the years, including numerous National Book Awards, Pulitzer Prizes, and twenty-five Nobel Prizes in Literature.

About Macmillan: Macmillan Publishers is the U.S. trade division of the Holtzbrinck Publishing Group, a large family-owned media company headquartered in Stuttgart, Germany. Its publishing companies include prominent imprints around the world that publish a broad range of award-winning books for children and adults in all categories and formats. U.S. publishers include Celadon Books, Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, The St. Martin's Publishing Group, and Tor Publishing Group. In the UK, Australia, India, and South Africa, Macmillan publishes under the Pan Macmillan name. The German company, Holtzbrinck Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knauer.