



Luis “Triksz” Da Silva Inks Deal To Become Newest Harlem Wizard World’s Top Ball Handler Brings Unique Hip-Hop Style of Trick Basketball To Renowned Show Team

The Harlem Wizards (www.harlemwizards.com) announced on January 31st, 2005 the signing of the premier basketball tricksters in the world. Luis will be bringing his unique style of Hip-Hop-themed trick basketball to gymnasiums all around the world as the newest and youngest member of the Harlem Wizards.

Basketball’s greatest show on two legs does not reside on any NBA team, he’s never played on ESPN and doesn’t have a sneaker named after him. Yet Triksz, as it says on his new Harlem Wizards jersey, is simply known as the most exciting and accomplished ball handler on the planet among those who know basketball.

Ask Allan Iverson, Shaquille O’Neil or Vince Carter who’s the best ball handler they’ve ever seen and they’ll tell you it’s Luis “Triksz” Da Silva.

You may not know the name, but you’ve seen him. He’s been featured in 11 NIKE commercials, and an incredible THREE solo commercials, with just TRIKZ and his basketball. He has performed at the MTV Music Awards with rapper Jay Z, and he even appears in the hot video game “NBA Ballers.”

Signed by NIKE right out of high school at the tender age of 18 in 2001, Triksz is a walking paradox. But, don’t let the tattoos, bandana and Elizabeth, NJ accent fool you. This former National Honor Society Student is all about hard work and ethics. He doesn’t drink or smoke and his message to kids is simple: “You can do something positive and still be cool.”

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Da Silva first toured with the Wizards briefly back in 2002. “Triksz” rejoins the Wizards as a permanent fixture to the delight of the millions of Wizards fans around the globe. In a recent promotional visit in Beijing, of the Wizards upcoming tour, Triksz was mobbed by aspiring freestyle tricksters, looking to get a moment with the “kid” who inspired their passion at basketball tricks, freestyle, hip-hop, artistry, whatever you want to call it.

Da Silva is renowned for his unique hip-hop style of trick basketball. Featuring such signature moves as “The Flick,” “Fire” and “Reload,” Triksz defies logic and gravity with his ball handling showmanship.

“Signing Triksz as a full-time member of the Harlem Wizards truly escalates our organization to the status of Premier Show Basketball Team in the world,” says Todd Davis, president, Harlem Wizards. “Triksz is the most often imitated, but never duplicated ball handler there is.”

“The Harlem Wizards offer a magic elixir of hope, caring, commitment and excitement to the communities they visit,” says Da Silva. “I feel I have found a home for myself with the Wizards. They are the only team the really gives to their fans on every level.”

The Harlem Wizards (www.harlemwizards.com) are taking basketball to a new arena – literally everyday. Not just any basketball team, The Harlem Wizards offer a complete package of excitement, laughter and community wrapped up tight in a high-flying, acrobatic slam-dunk. Founded by sports entrepreneur Howie Davis in 1962, the Wizards have been all around the world thrilling millions of fans along the way. The Wizards bring a combination of basketball, theatrics and unrivaled showmanship into every performance they give. The Wizards can be summed up with one phrase: “Tricks, Hoops & Alley-Oops”.

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