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KINGS OF VEGAS: THE UNTOLD STORY OF THE RUNNIN' REBELS HISTORIC LEGACY

Groundbreaking Documentary Marks the 35th Anniversary of UNLV's 1990 Championship with exclusive Player-Driven Storytelling

March 28, 2025 (Las Vegas, NV) – In honor of the 35th anniversary of the UNLV Runnin' Rebels legendary 1989-90 NCAA championship victory, The Real Story LLC and Hidden Empire Sports (HESC), the newly formed sports division of Hidden Empire Film Group (HEFG) are teaming up to produce a groundbreaking documentary that finally unveils the full story, directly from the players who lived it.

The four-part *UNLV: Kings of Vegas* documentary will explore one of the most dynamic and polarizing college basketball teams ever. It won't shy away from the controversies surrounding the UNLV squad and will take an in-depth look at the rise of some of the most electrifying college players—Larry Johnson, Stacey Augmon, Anderson Hunt, and more. "All you've heard before are rumors. Now you hear the truth from Us, by Us. The only championship I've ever won was with the brotherhood at UNLV," declared Larry Johnson.

For decades, the Runnin' Rebels unparalleled dominance, cultural impact, and the controversies surrounding their reign have been discussed and dissected by outsiders. Now, for the first time, the team itself takes center stage, reclaiming its narrative and revealing what truly happened on and off the court. "It's time that you heard this story from us. The story's been told before by people who don't know us. You hear the truth from us directly," emphasized Stacey Augmon.

The documentary will cover the wins, the losses, the pain, the controversy, the racism, and everything that went into building one of the most legendary teams in college basketball history. Former guard Brian Emerzian proclaimed, "The Kings were the REAL show in town!" *UNLV: Kings of Vegas* will also spotlight the incredible impact of Jerry Tarkanian, a coach ahead of his

time, who revolutionized recruiting by tapping into the culture and giving elite players opportunities they otherwise wouldn't have had. "We were kids in Sin City. How'd you think we'd act? We were kids but played and partied like adults," reflected Moses Scurry.

Randy Arehart and Phil Lopez from The Real Story, who will serve as producers, emphasized, "When we discussed with the team how they wanted to make this documentary, their response was 'Nobody has told our story or heard it from us...Now is the time!'"

Hosted by Hip-Hop pioneer Chuck D and Basketball icon Cheryl Miller, the documentary features an unprecedented roundtable where, for the first time in 35 years, all 13 players come together to reflect on their journey, triumphs, and the challenges that defined their legacy. "We are honored to tell this story from the perspective of the players who lived it," expressed Roxanne Avent-Taylor, co-CEO of HEFG. "For too long, the narrative has been shaped by outsiders. This documentary will finally let the Runnin' Rebels speak their truth."

Framing the Runnin' Rebels impact beyond the game, *UNLV: Kings of Vegas* will feature insight from cultural and sports icons, including Snoop Dogg, Jimmy Kimmel, Chuck D, Coach Krzyzewski, and Kenny Anderson, highlighting how this team transcended Basketball and left an indelible mark on American culture. "No one has ever talked until now—I guess the statute of limitations is over," joked Deon Taylor, co-CEO of HEFG. "You've heard others tell this story, but you've never heard it from them—until now."

Matt Barnes and Jelani McCoy's *All the Smoke* will collaborate on the documentary, further strengthening the project's connection to basketball culture. Damien "Big Percy" Roderick will serve as an Executive Producer through his company, Roderick Music Marketing. The UNLV Runnin' Rebels were the epitome of the first time basketball, hip-hop, culture, and lifestyle all merged into one perfect moment. They set the stage for the world we live in today, from basketball shoes to the way we wear our jerseys and socks, to everything shaping the culture. *UNLV: Kings of Vegas* is one of the most important basketball stories to be told, and Hidden Empire Sports is excited to produce this electric story. The film is currently in post-production and is set to release in Fall 2025.

For media inquiries, contact:

Verona Jones
CEO, Verbal Slick
vj@verbalslick.com

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