

CLEVELAND

WINS A

CHAMPIONSHIP

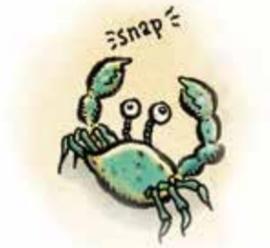


IT HAD TO
BE TOLD!
PUBLISHING

THE STORY OF THE 2016 CAVALIERS

Written by Jeff Attinella ❖ Illustrated by Steve Madden

For Remy Rose



A sincere “thank you” to my father-in-law, Wayne Curtiss, who heard my idea while half asleep on the couch one night and has been “all in” ever since. For without his perseverance, effort and sincere passion, these books would not exist.



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**IT HAD TO
BE TOLD!**
PUBLISHING™

I want to tell you a story...
ONE THAT I STILL CAN'T BELIEVE!™

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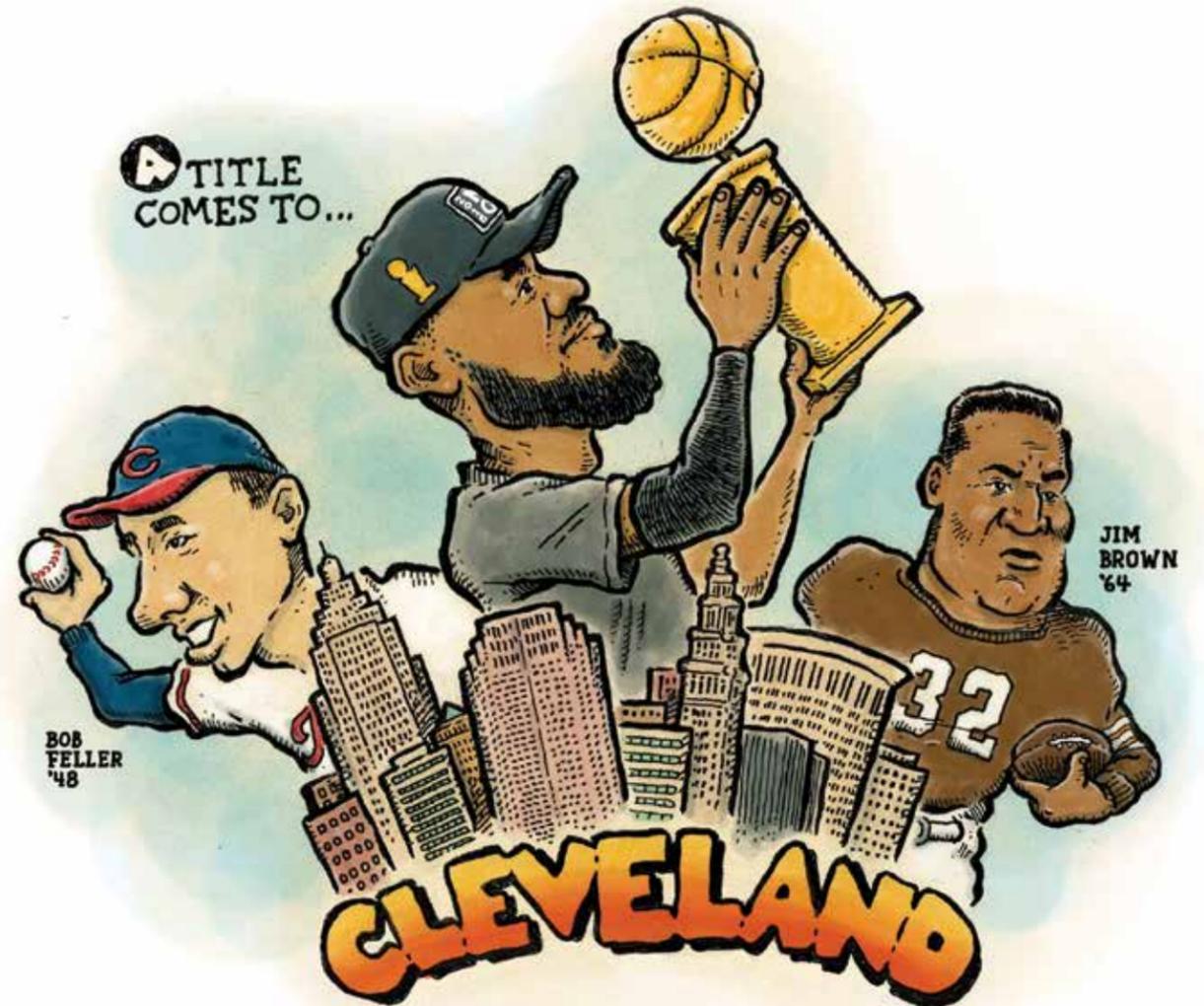
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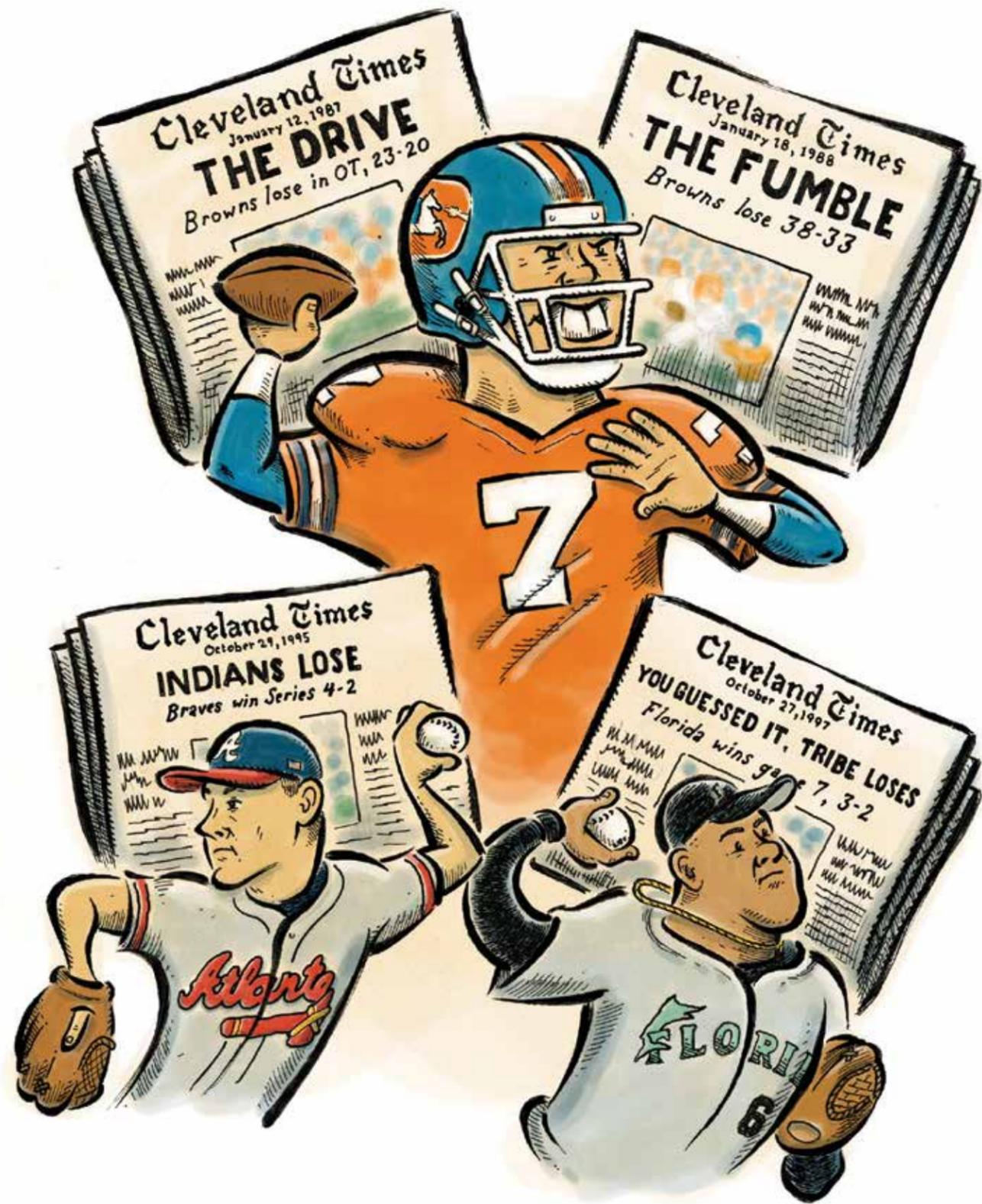


By Jeff Attinella
Illustrated by Steve Madden

I want to tell you a story,
one that I still can't believe,
the story of a team
that saved a city in 2016.



The Cavaliers were the team, Cleveland the name of the town,
a city used to losing, their teams always letting them down.

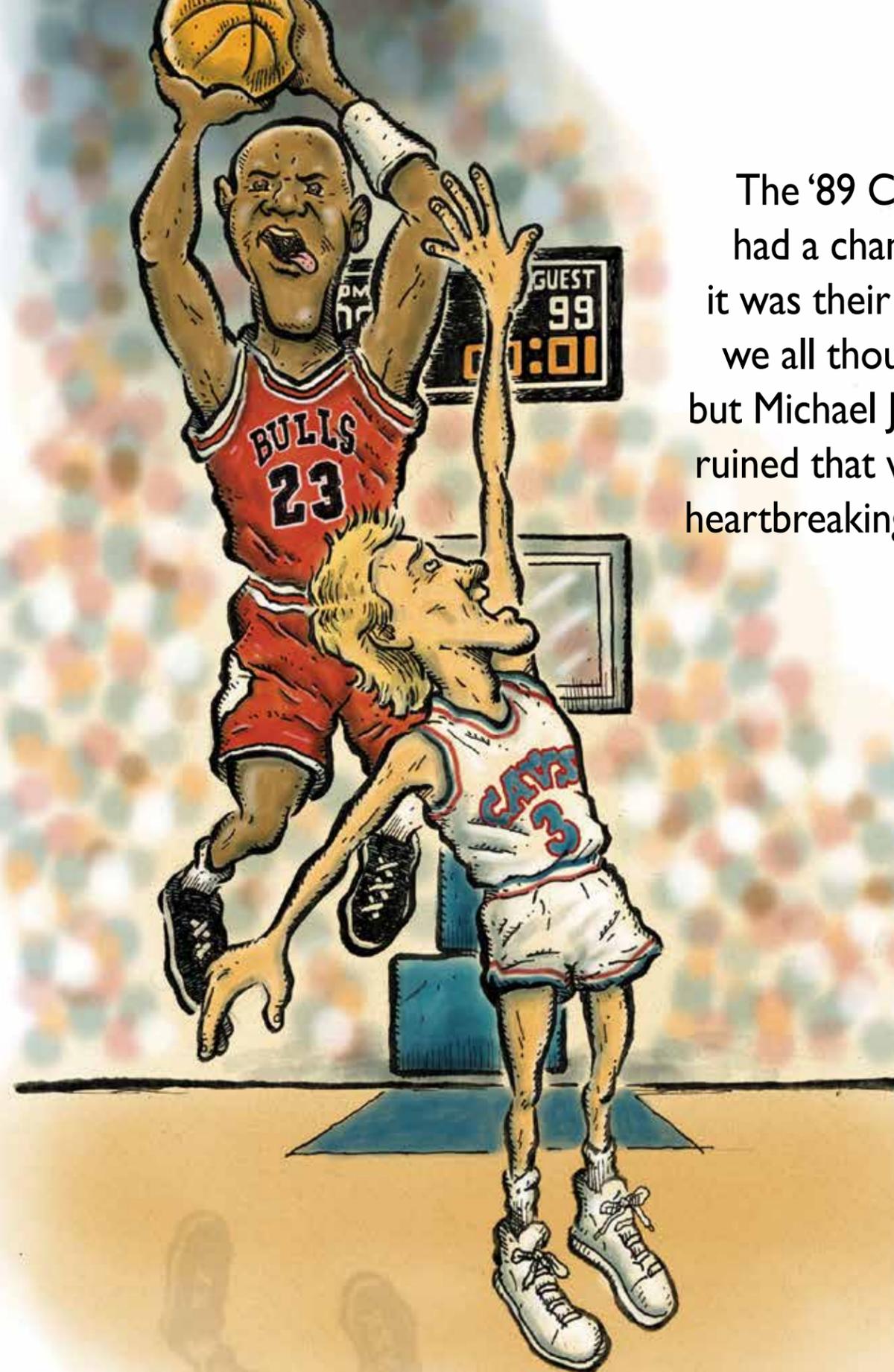


It had been 52 years to be exact, year after year, their teams hadn't won jack!

The Indians haven't won since 1948, thrice coming close, but it wasn't their fate.



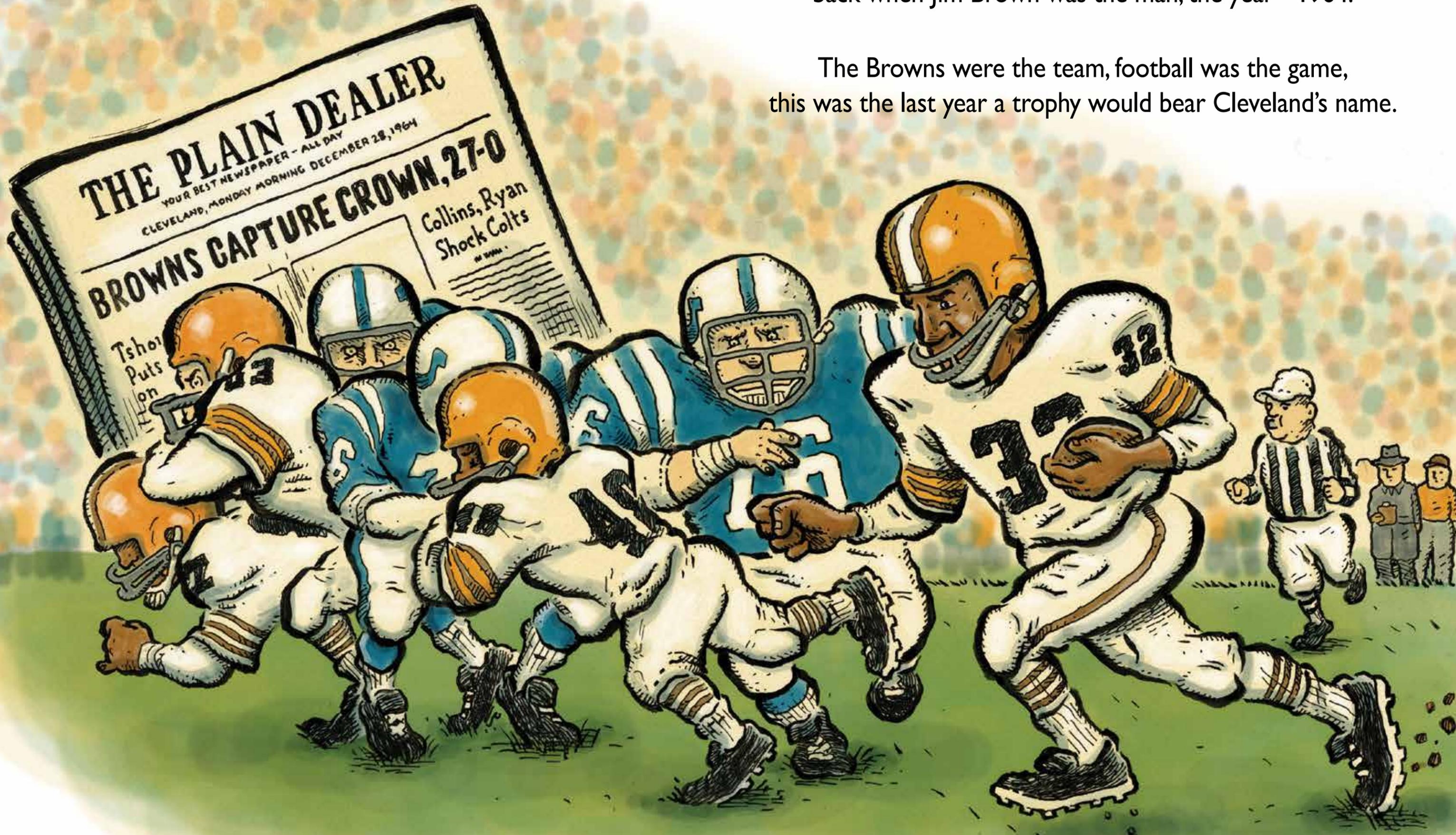
The Browns are the Browns.
What more can I say?
Life as a fan are truly dog days.



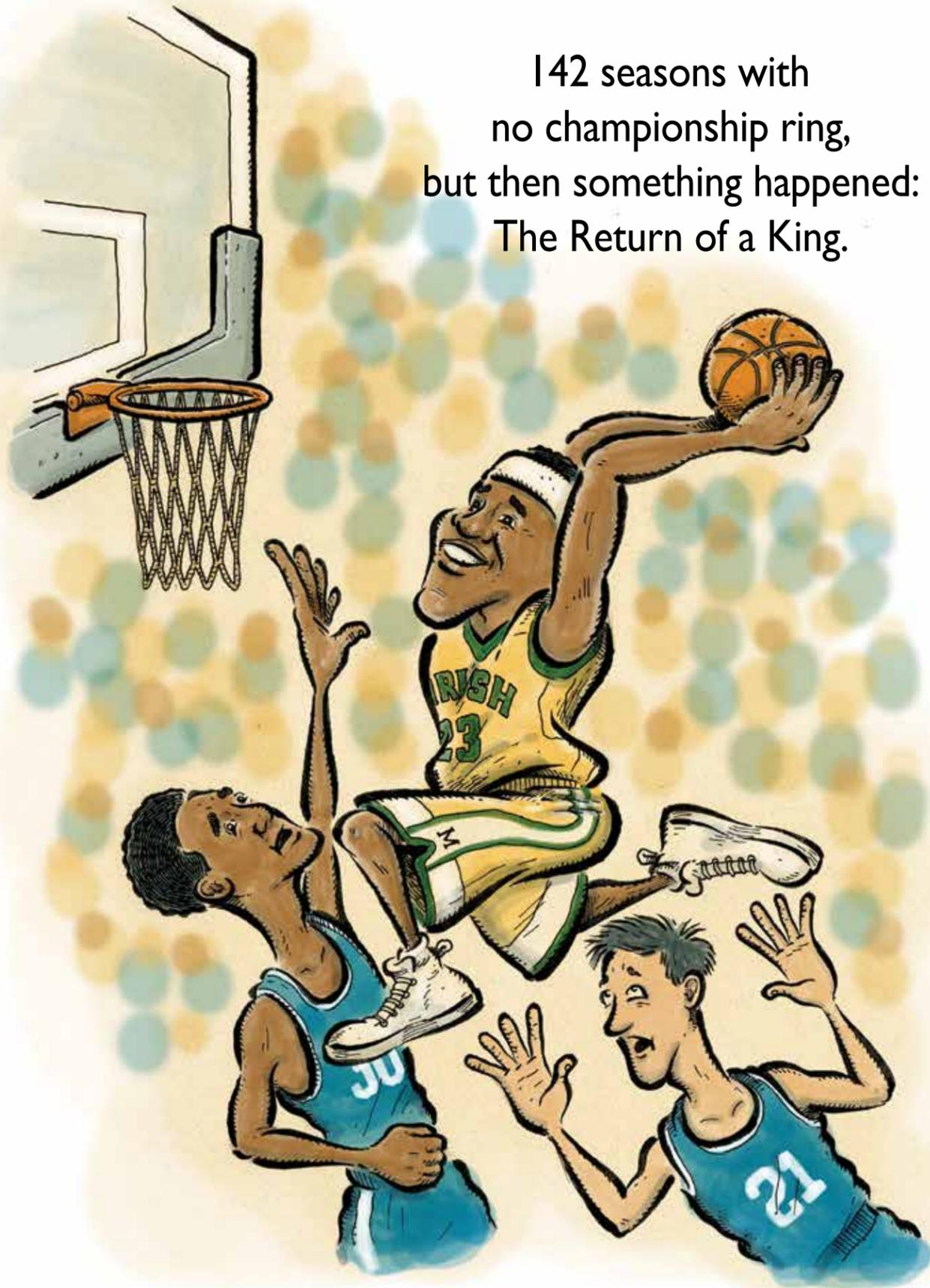
The '89 Cavs
had a chance,
it was their time
we all thought,
but Michael Jordan
ruined that with a
heartbreaking shot.

To recall the last title, we must go back much longer before,
back when Jim Brown was the man, the year - 1964.

The Browns were the team, football was the game,
this was the last year a trophy would bear Cleveland's name.



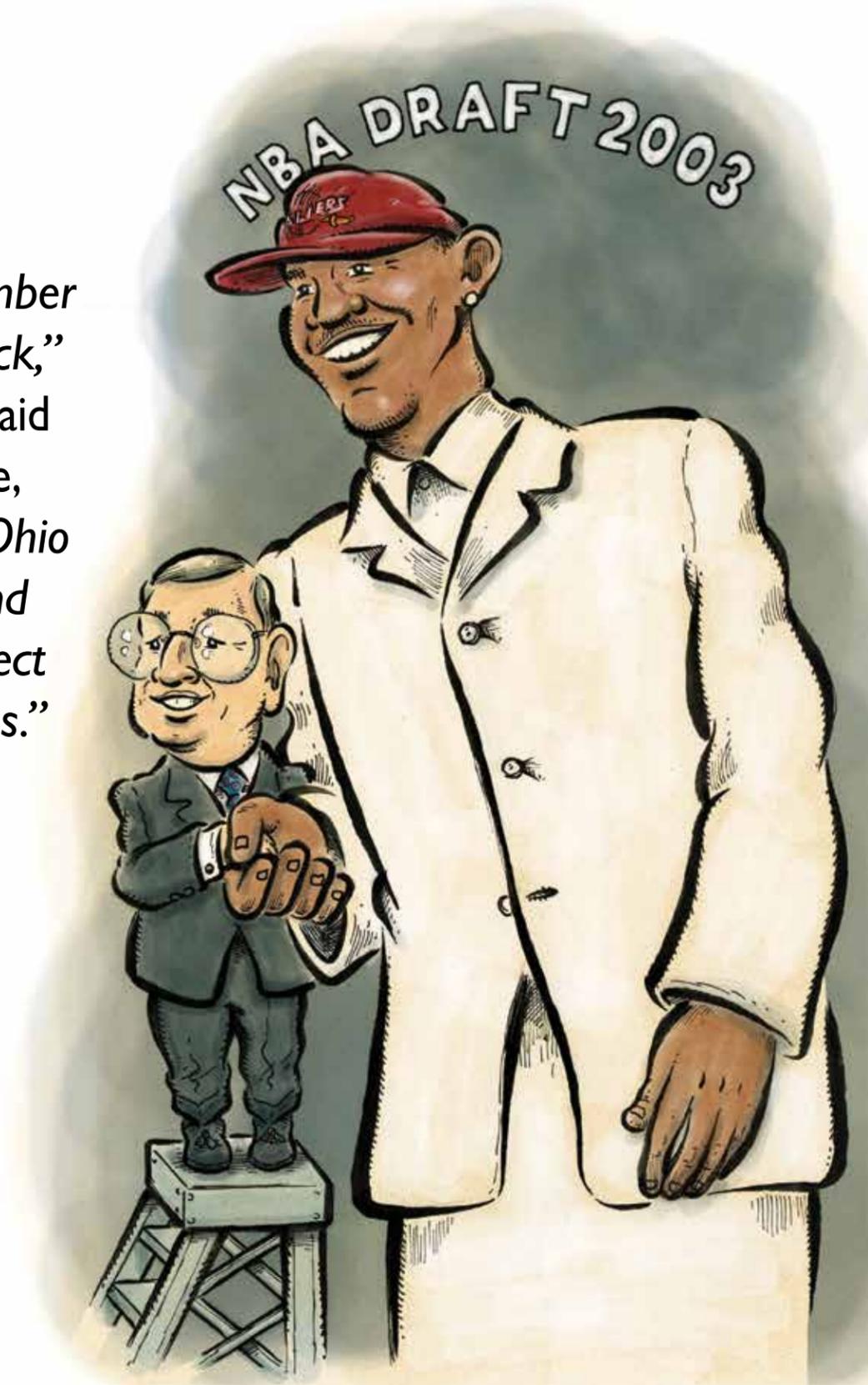
142 seasons with
no championship ring,
but then something happened:
The Return of a King.

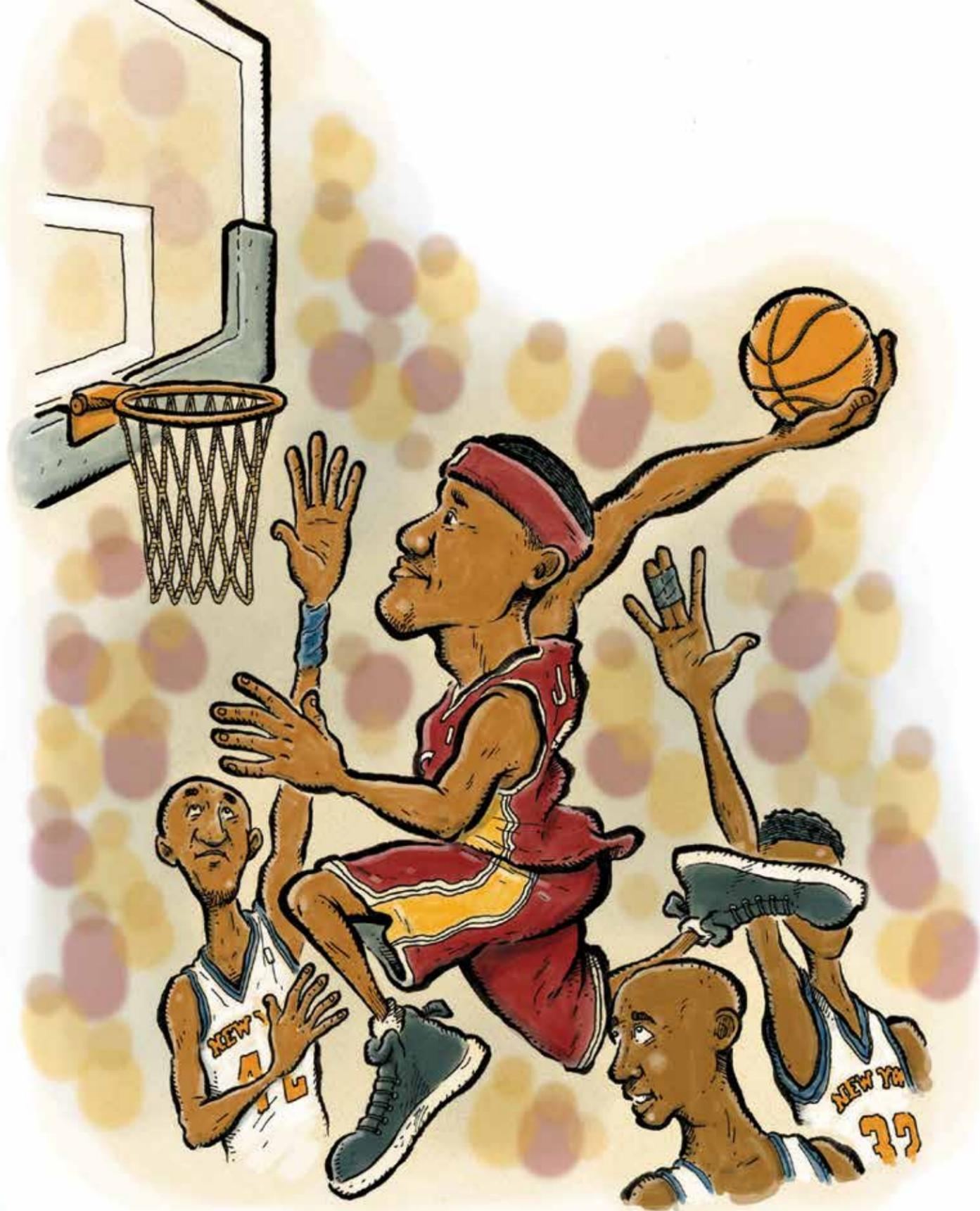


...but before we go on, you need to hear the full story,
the tale of a king who returned a city to glory.

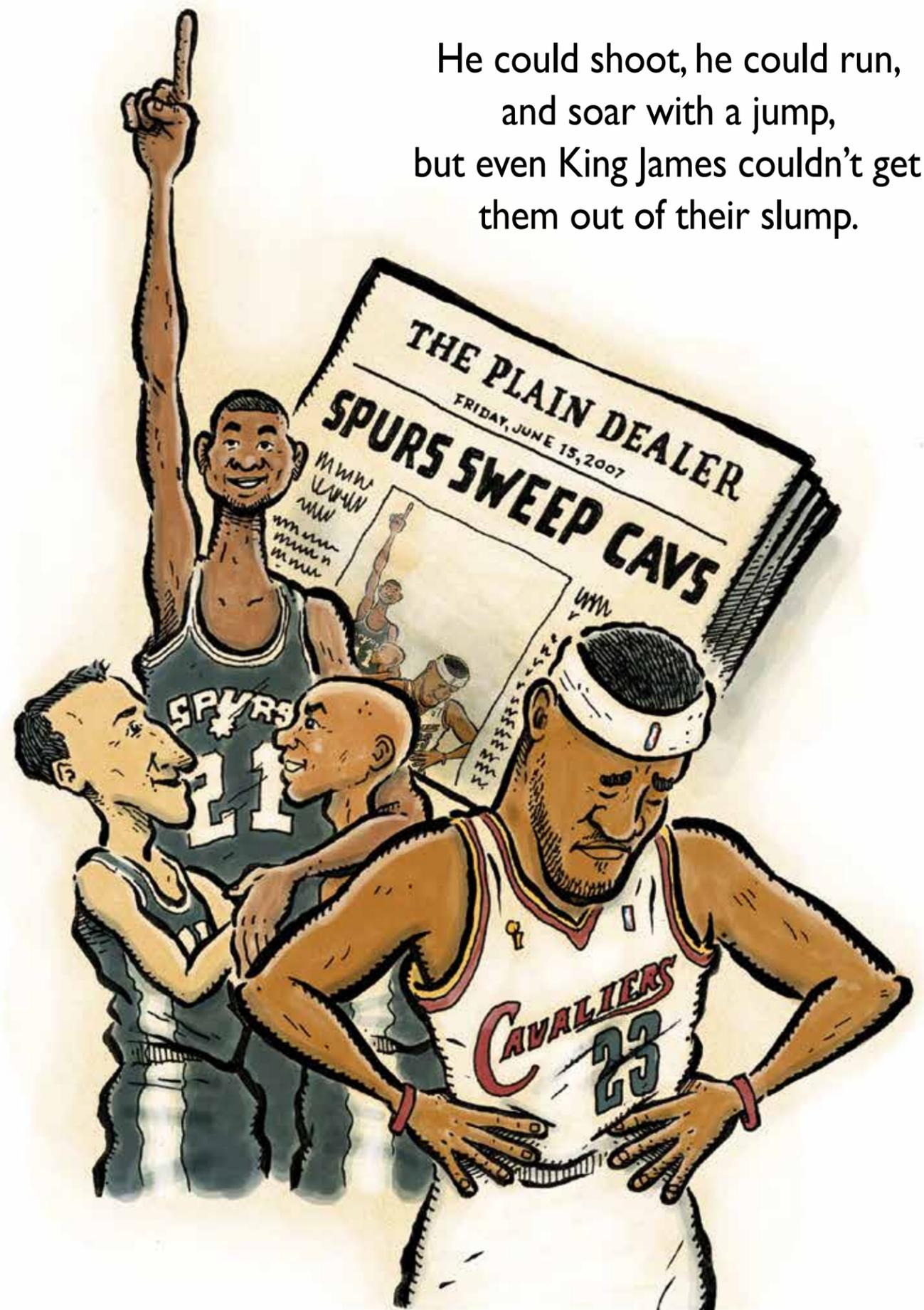
It all got started Draft Day 2003,
the Cavaliers took a kid from right down the street.

*“With the number
one overall pick,”
David Stern said
on the stage,
“from Akron, Ohio
the Cleveland
Cavaliers select
LeBron James.”*

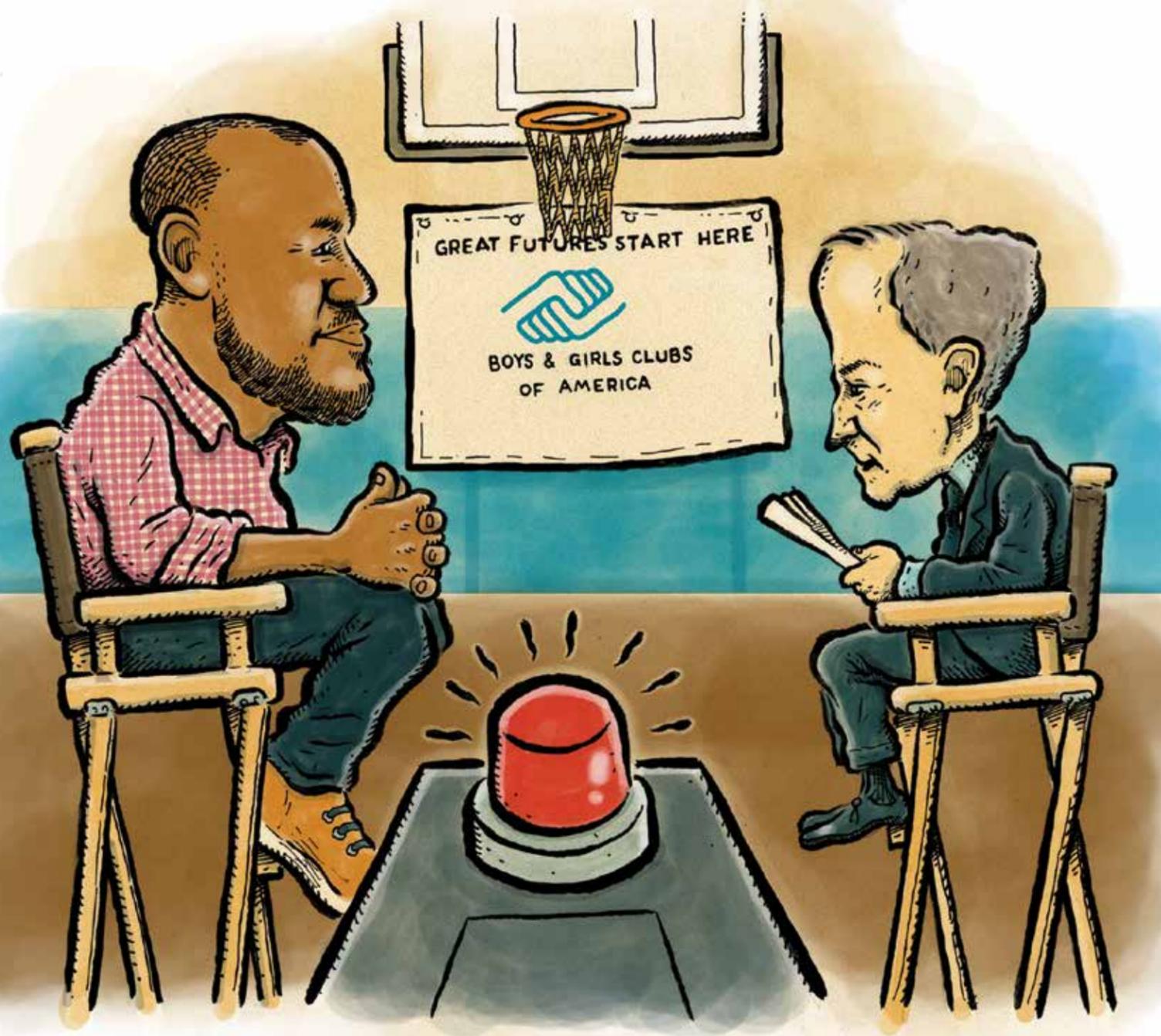




“The Chosen One” is what he was called.
He stepped on the court, and wow, could he ball!

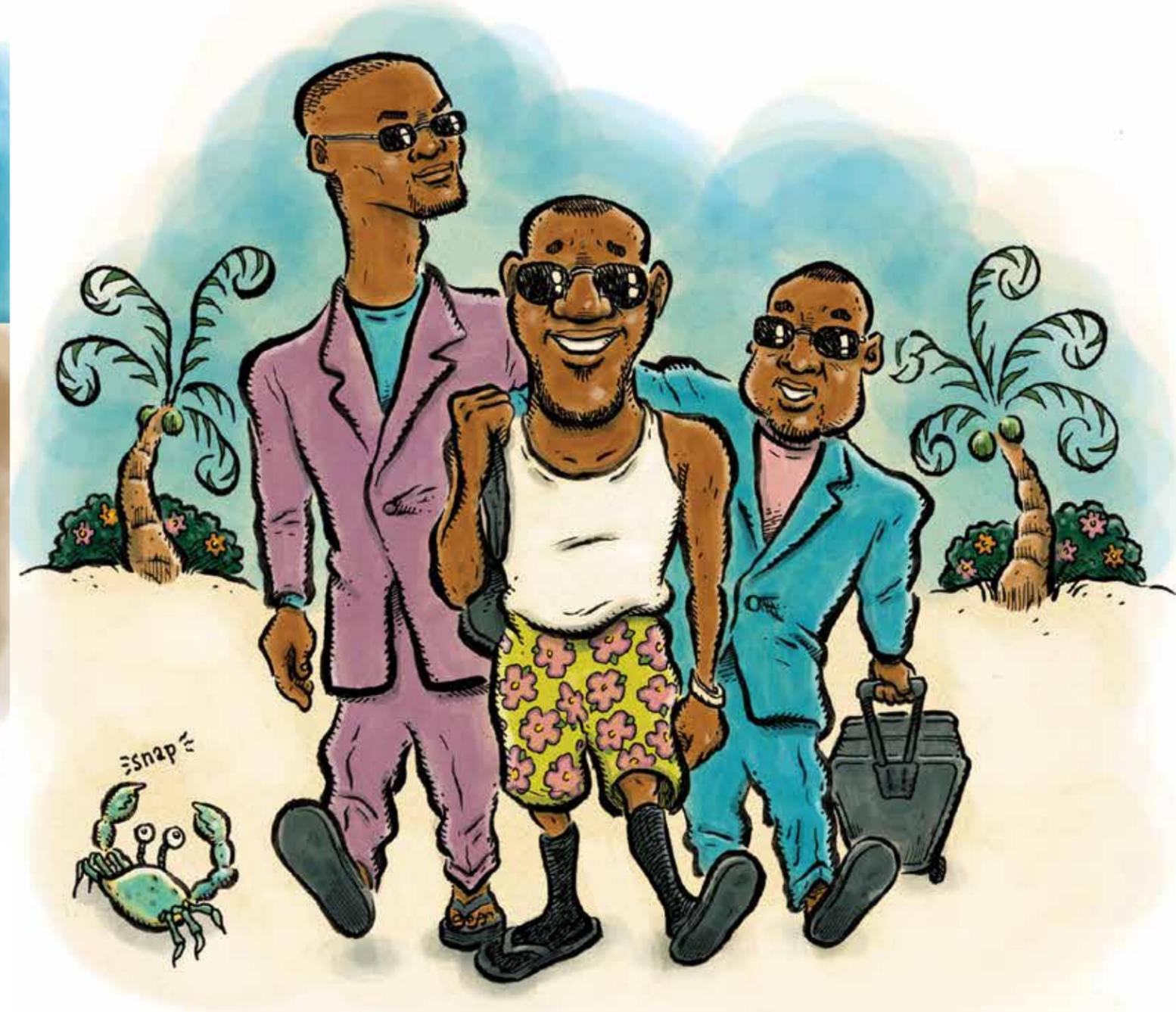


He could shoot, he could run,
and soar with a jump,
but even King James couldn't get
them out of their slump.



After seven seasons of trying but no title won, came the day of “*The Decision*” and it was really no fun.

The King told the world, in a televised speech, that he would be leaving Cleveland and taking his talents to South Beach.

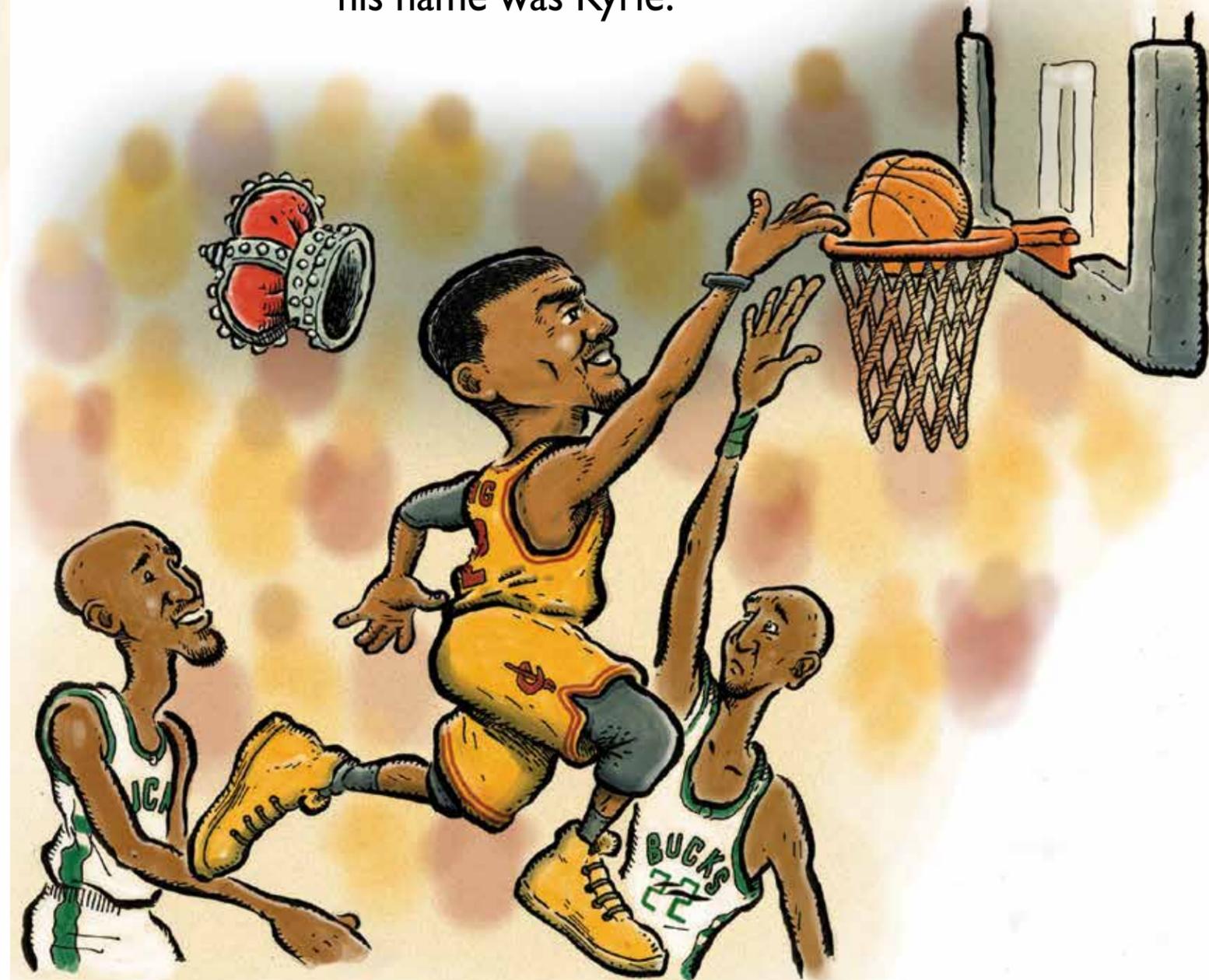


Cleveland was crushed,
Dan Gilbert penned letters,



fans burned their jerseys
- it made them feel better.

...but all was not lost
when the King decided to leave.
The team discovered a prince,
his name was Kyrie.



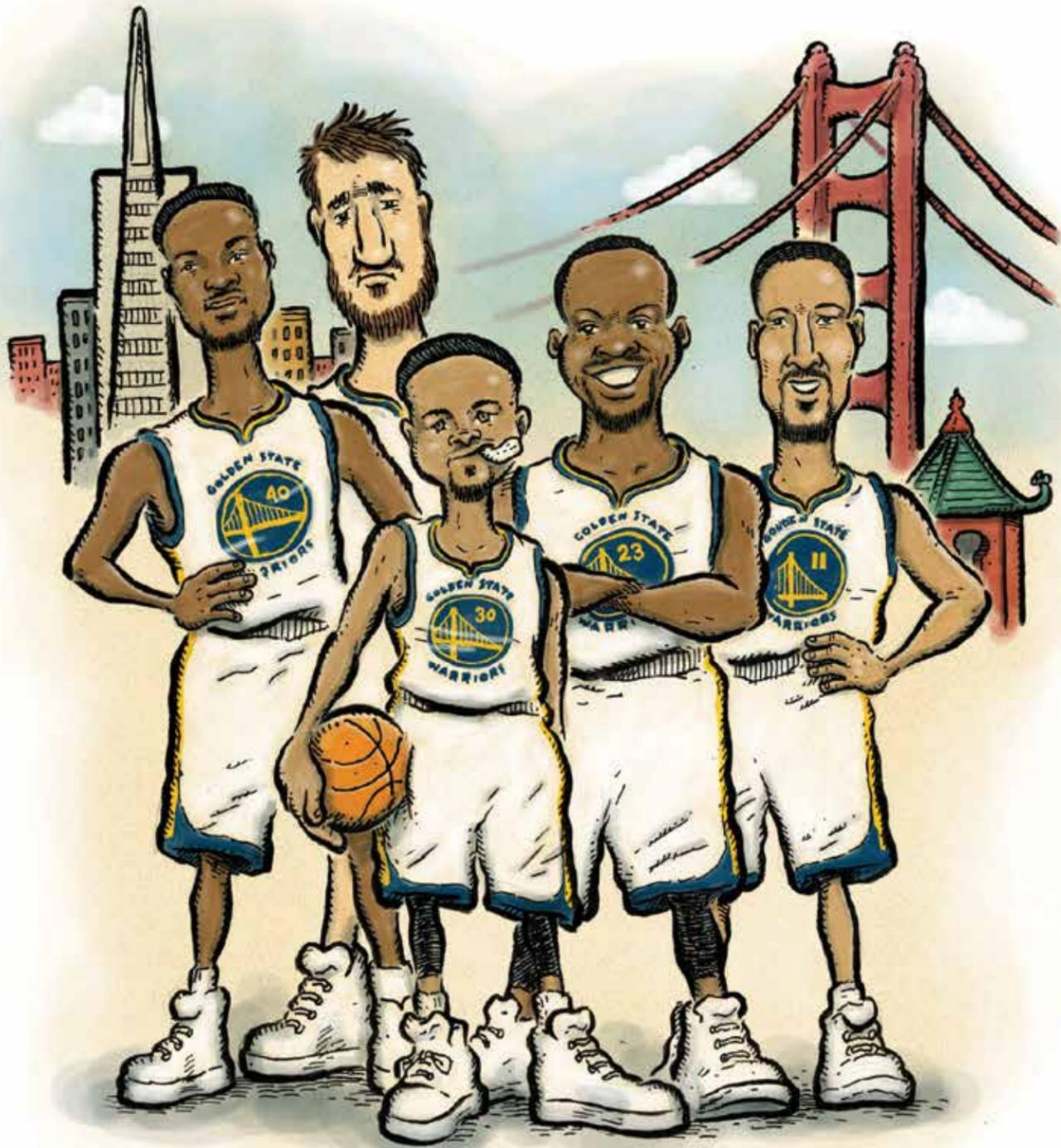
Yet it wasn't quite right, the Prince needed the King.
...and that's just what he got on July 11th, 2014.



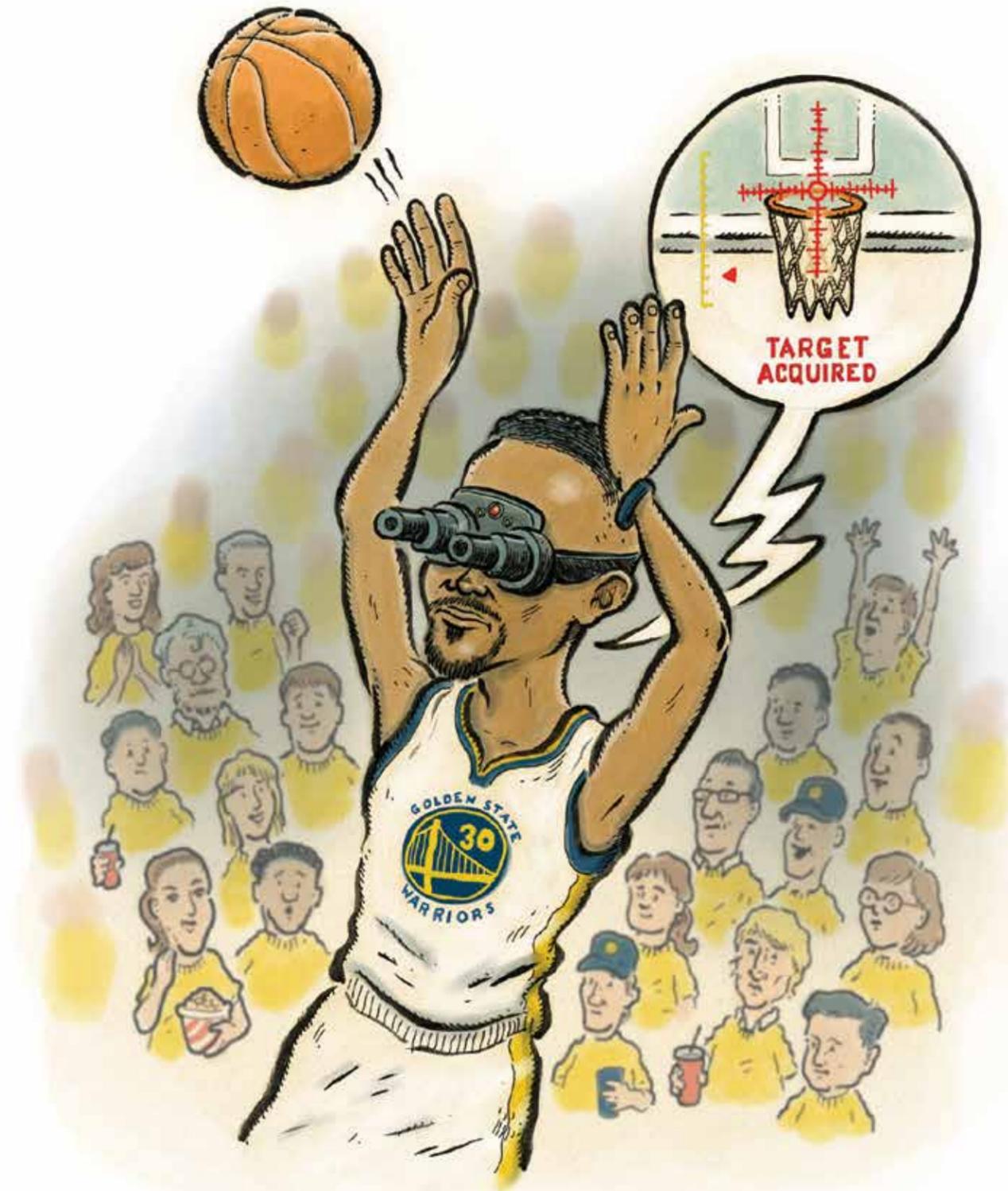
The King said, "I'm coming home," with one thing in mind.
Cleveland will be world champions, this was their time.



Delly, Love and J.R. would all join the team.
All focused on the goal of winning a ring.

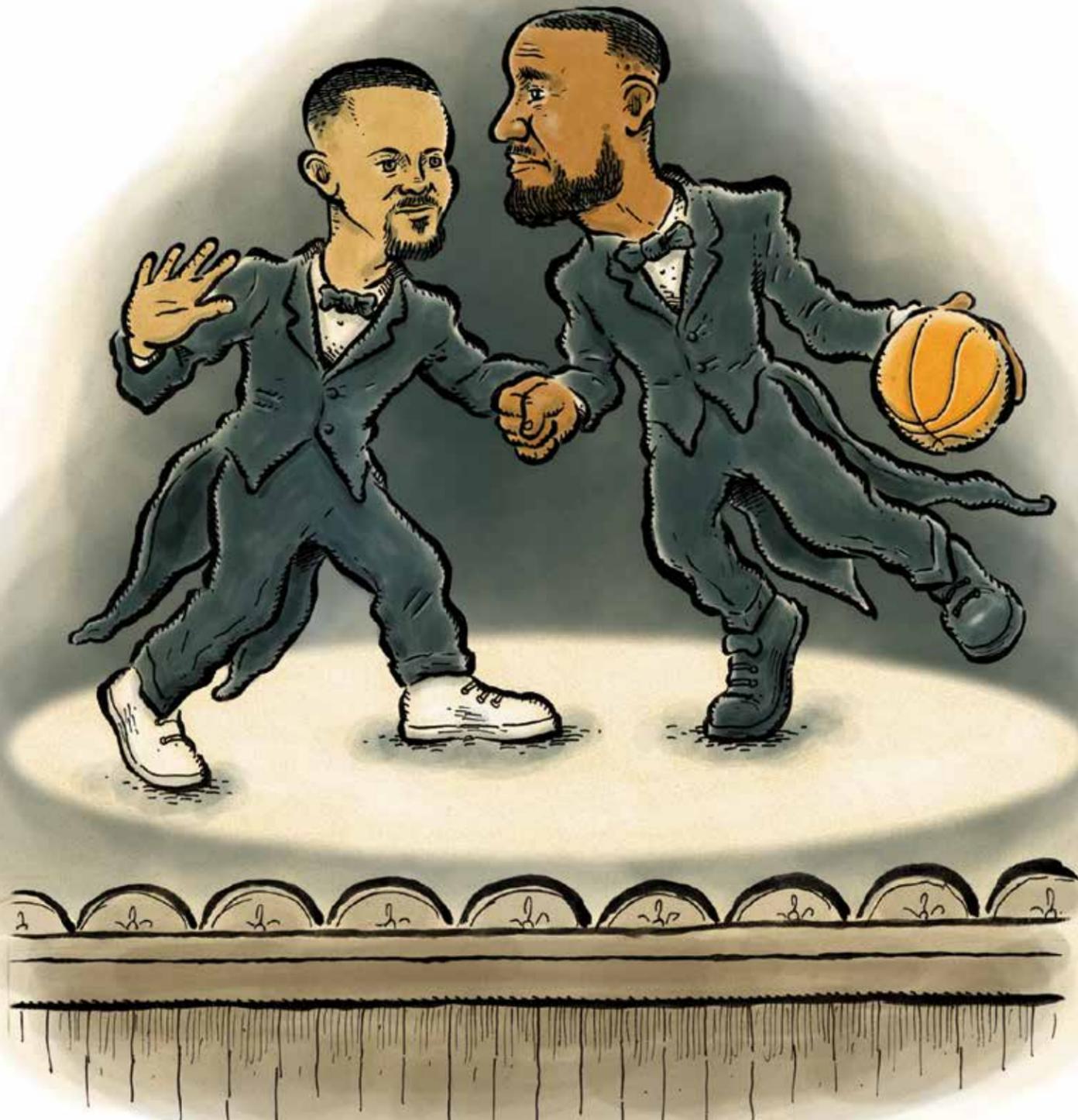


The Cavs truly worked hard, they gave it their best but nothing could prepare them for what was brewing out West.

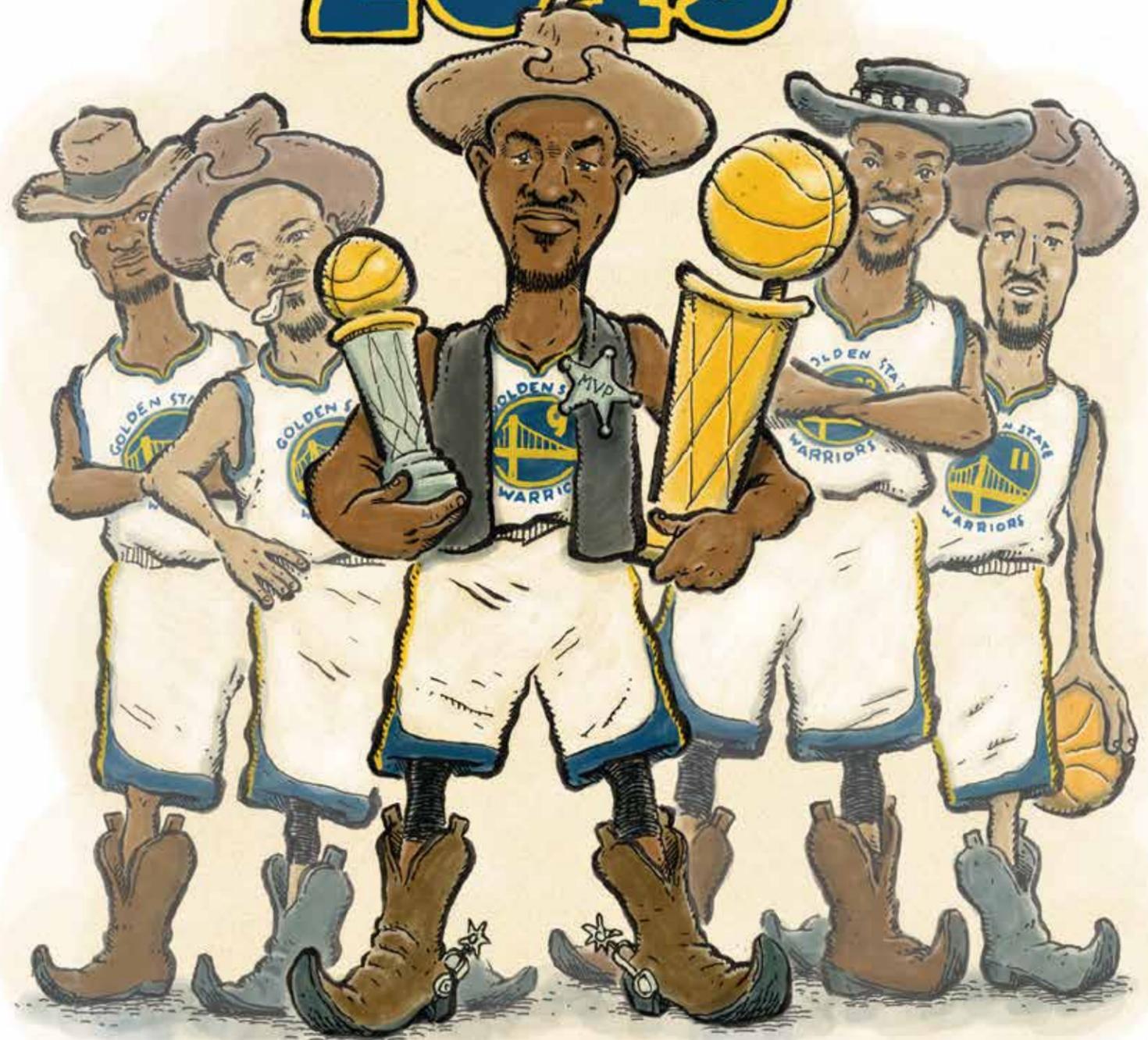


There was a sharp shooter taking over the league, Steph Curry - his name, the Warriors - his team.

He could shoot from all over, he was all the new rage.
The two teams met in the Finals, they took center stage.



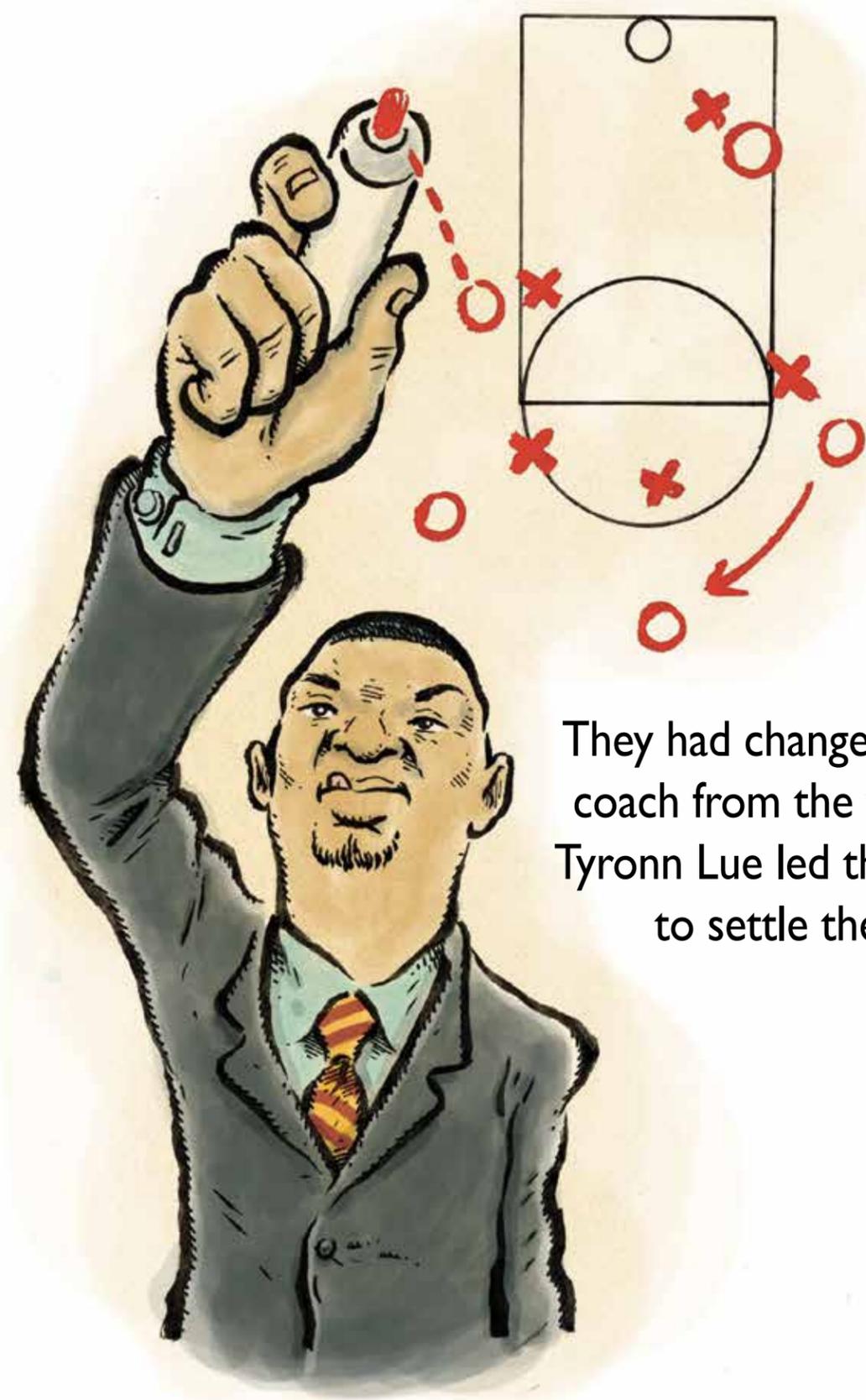
2015



The Cavs fought hard but the Warriors won the crown;
and all of a sudden, there was a new sheriff in town.



For Cleveland, success in 2016 came with relative ease, reaching the Finals again no problem, it was really a breeze.



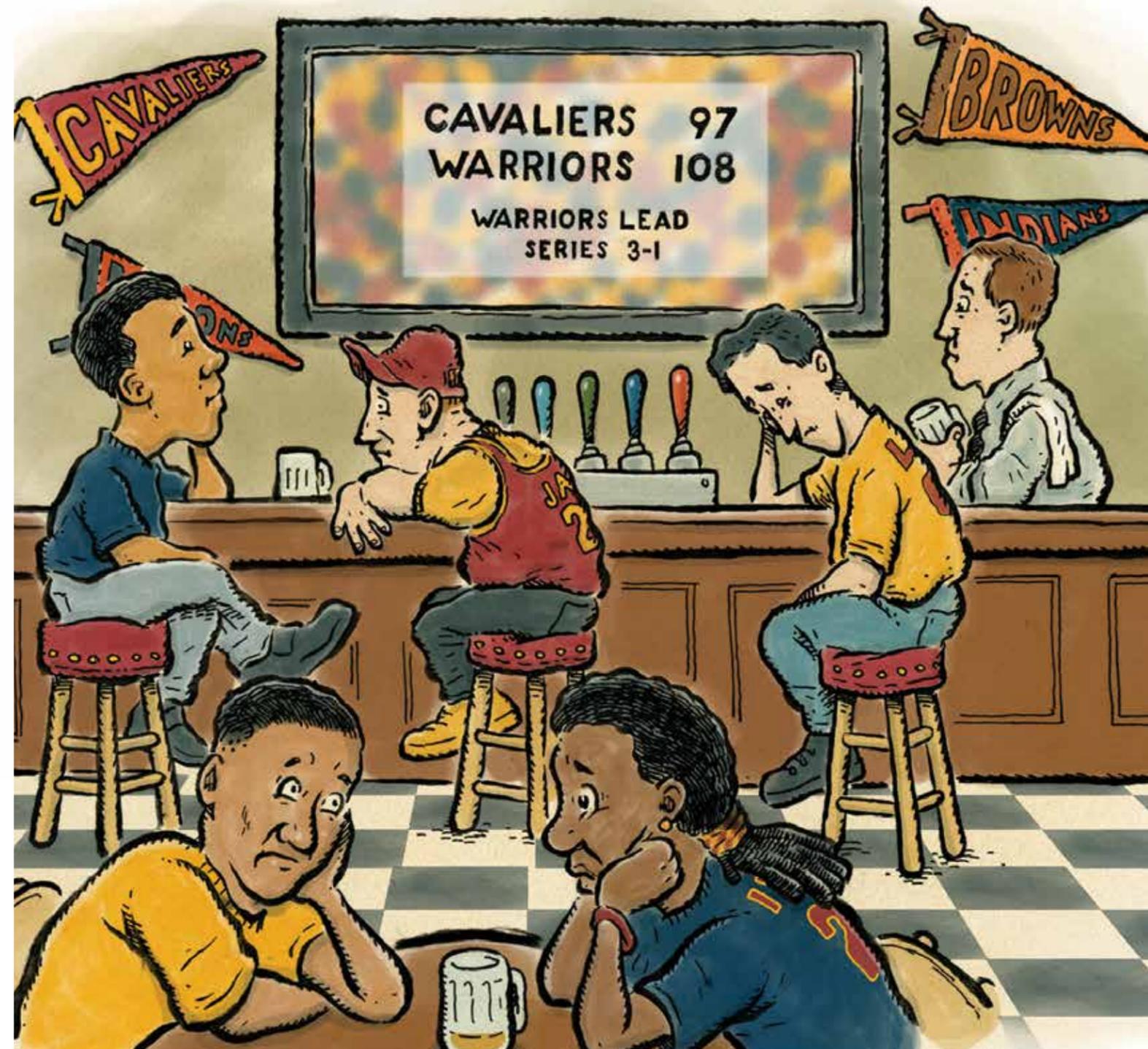
They had changed their head coach from the year before. Tyronn Lue led the way, ready to settle the score.



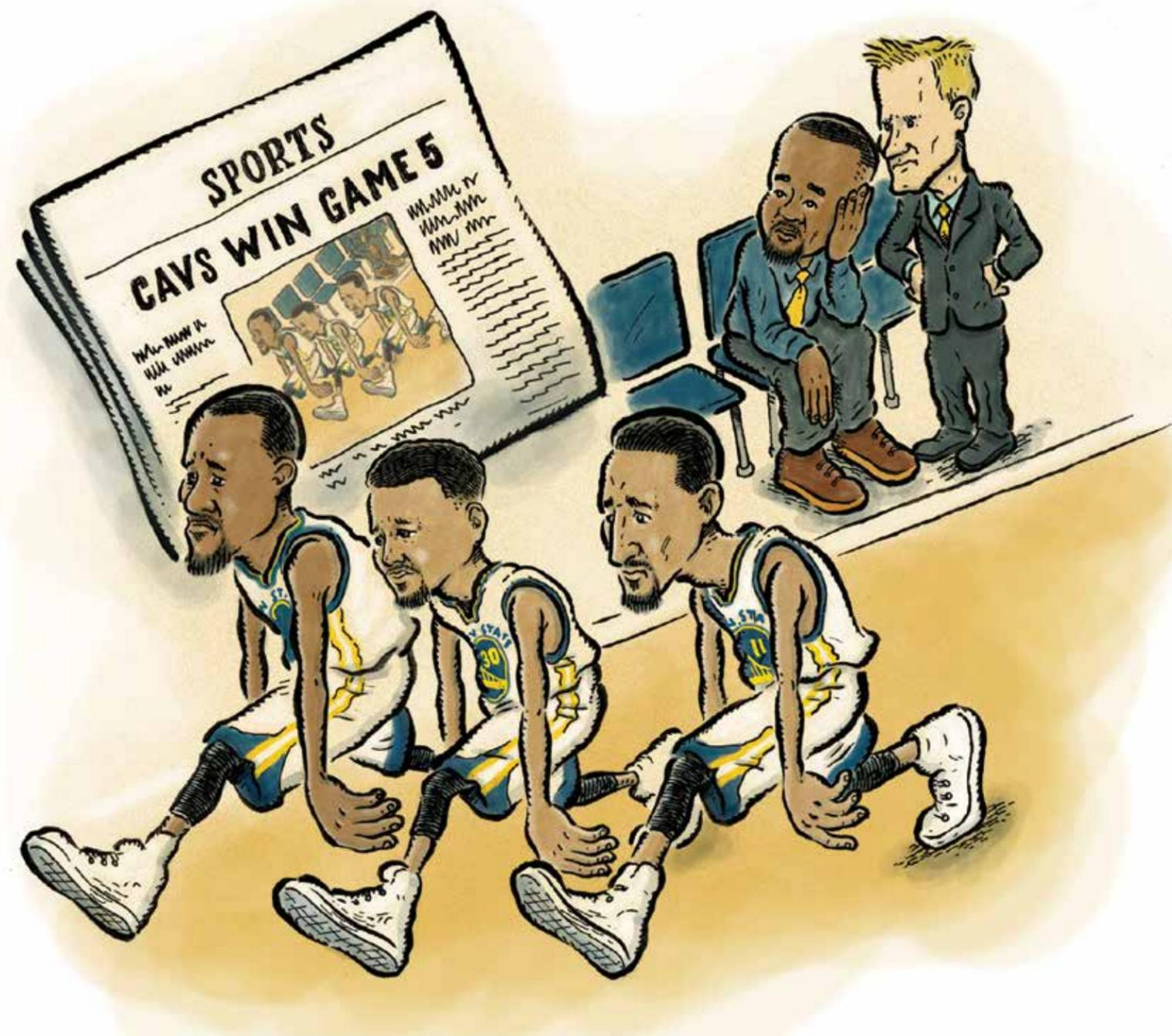
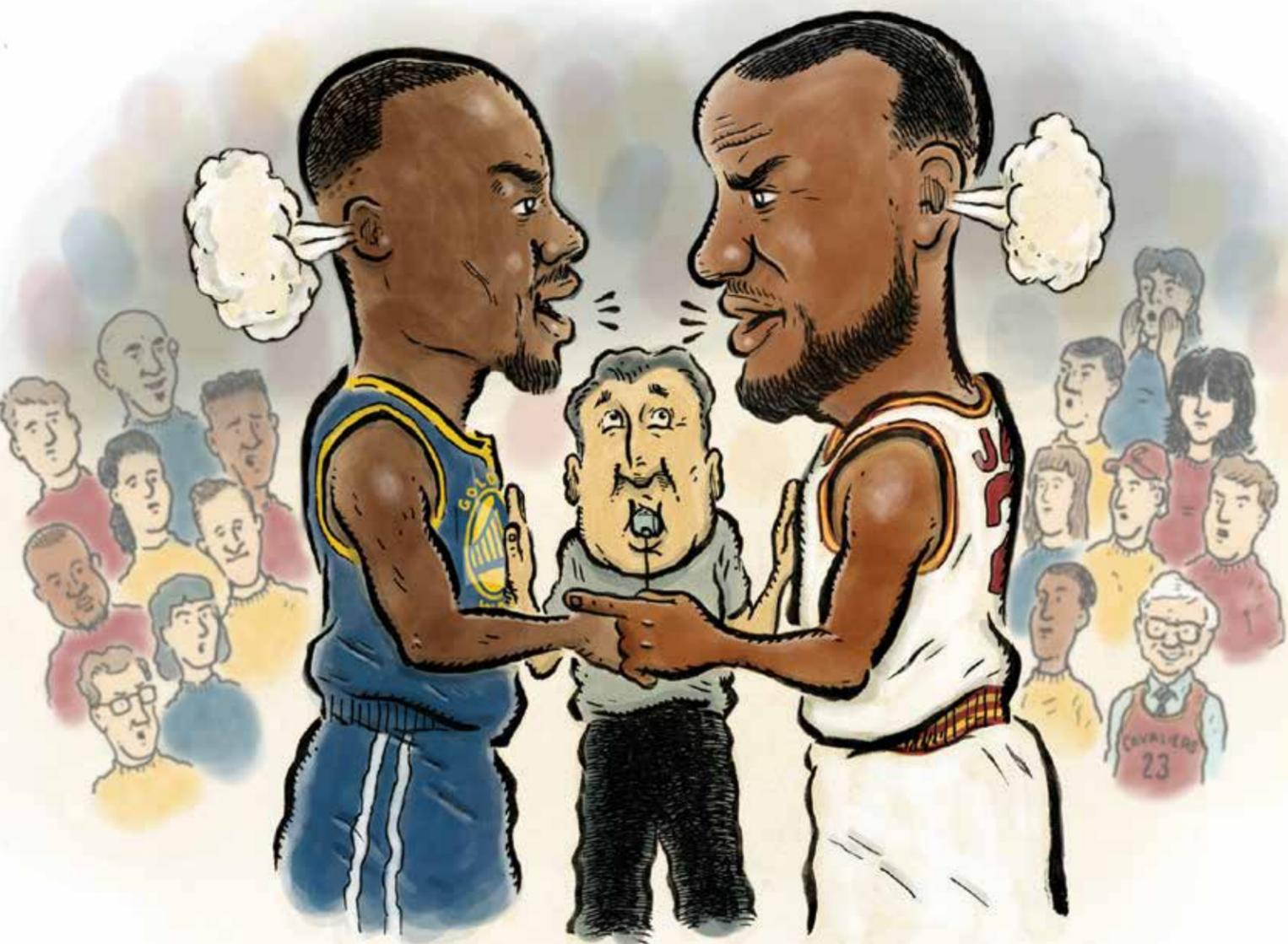
On to the Finals, against a familiar face, the Warriors were waiting, on a record-setting pace.

The most wins of all time, the best regular season ever, but the King was ready to prove that the Cavs were better.

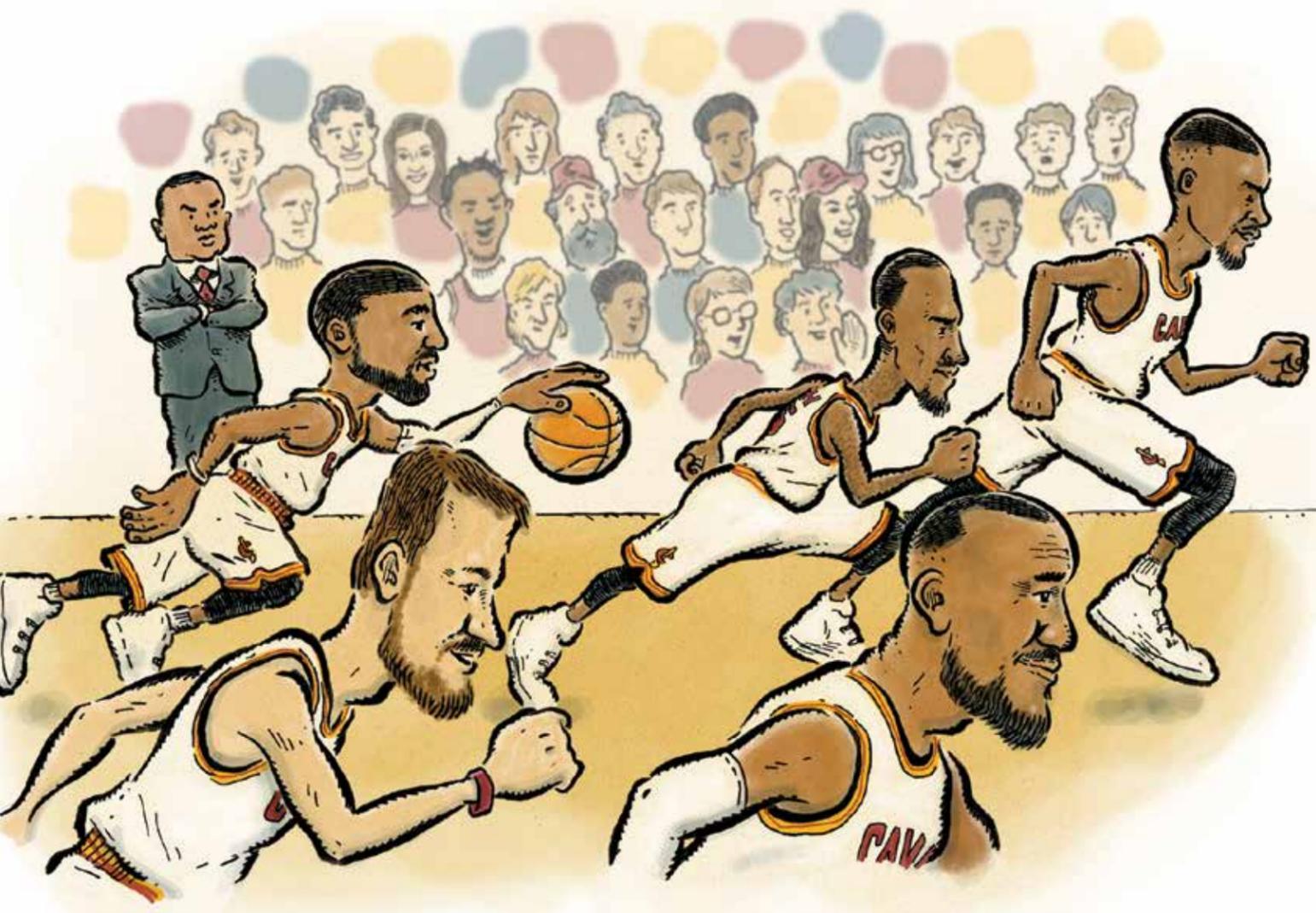
Things got off to a really bad start; Cavs down three-one in the Series, breaking fans' hearts.



...but something happened in game number four
a wild arm swing fired up the King even more!



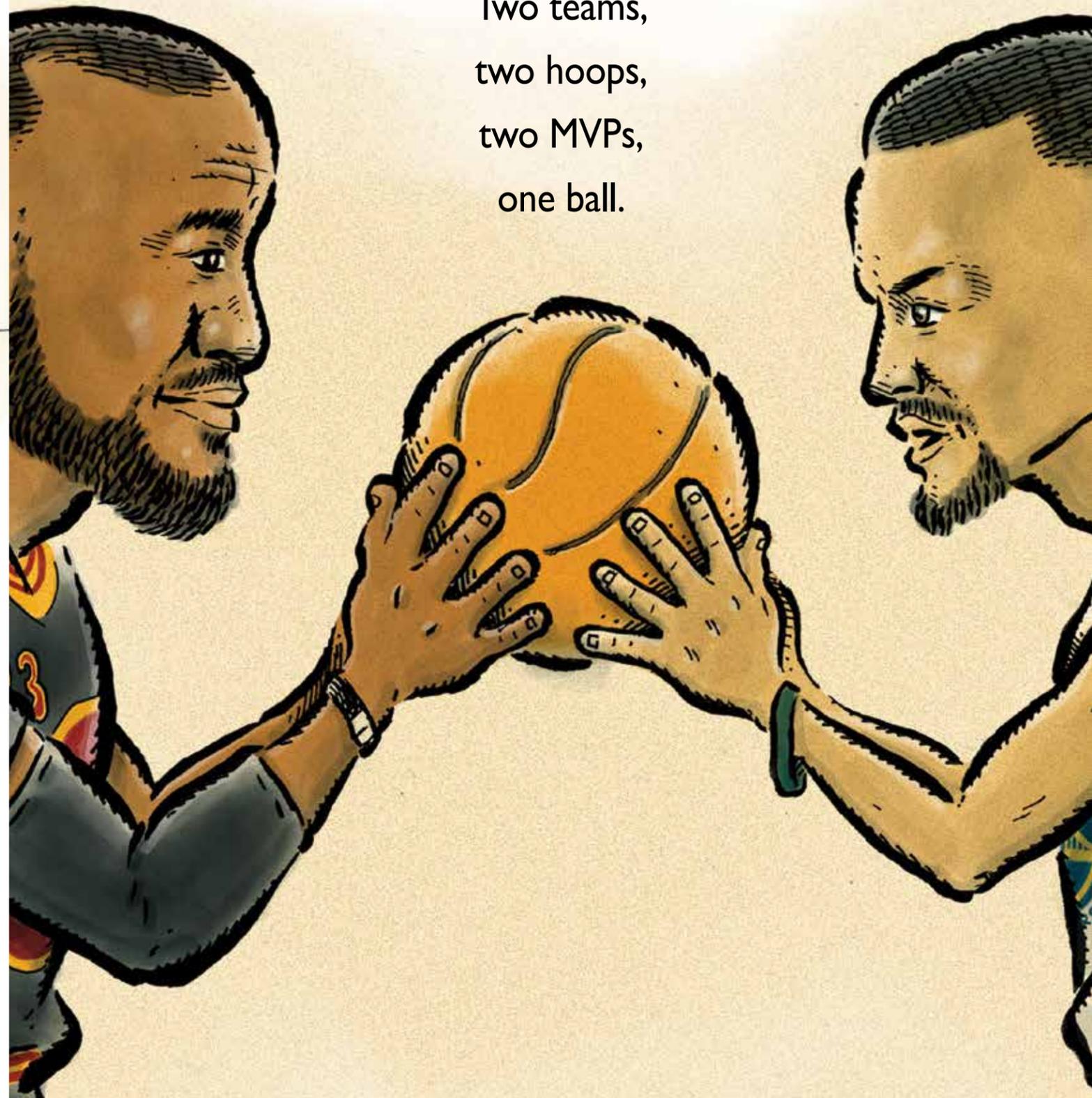
Green's fourth flagrant foul was just the spark the Cavs needed,
as the Warriors came into Game Five a little depleted.



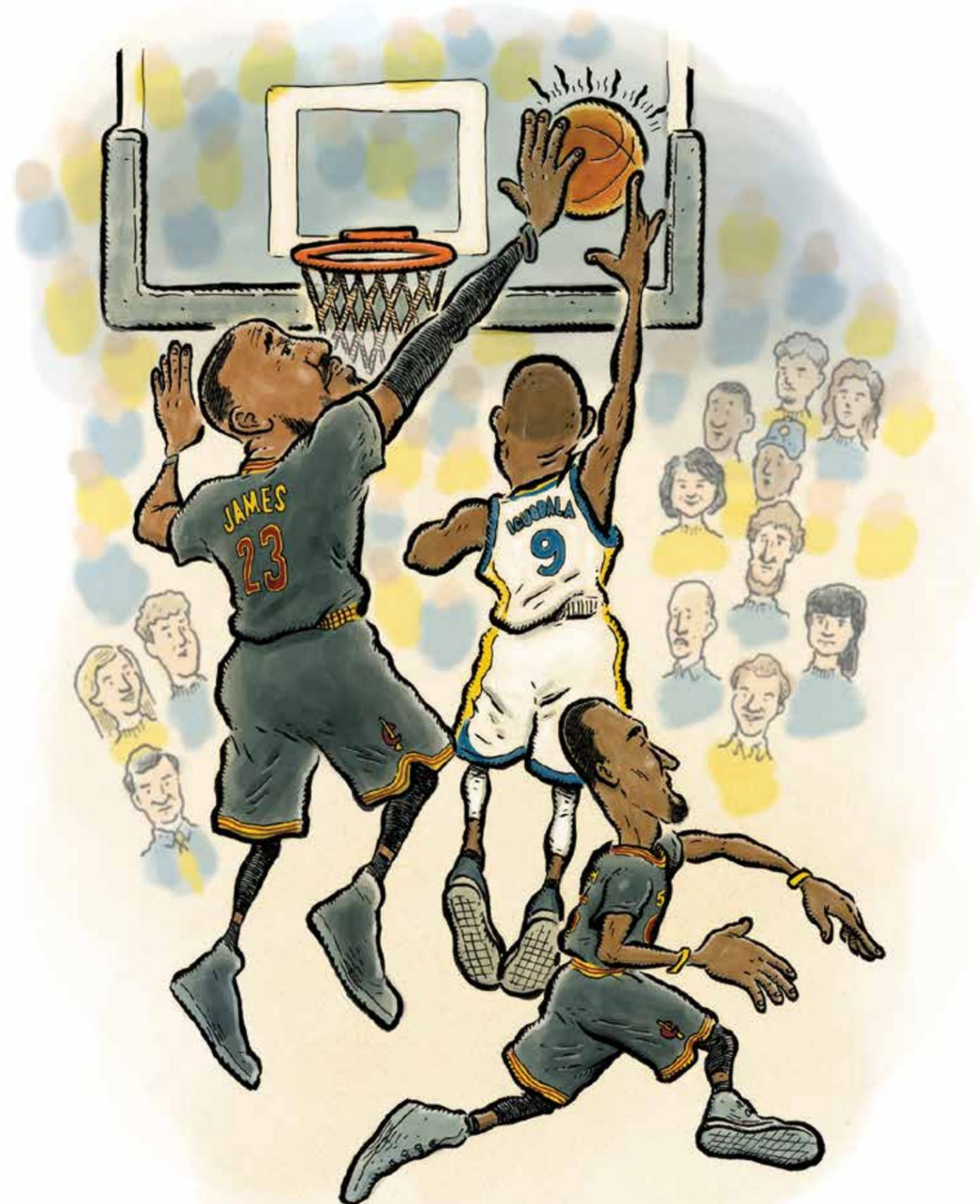
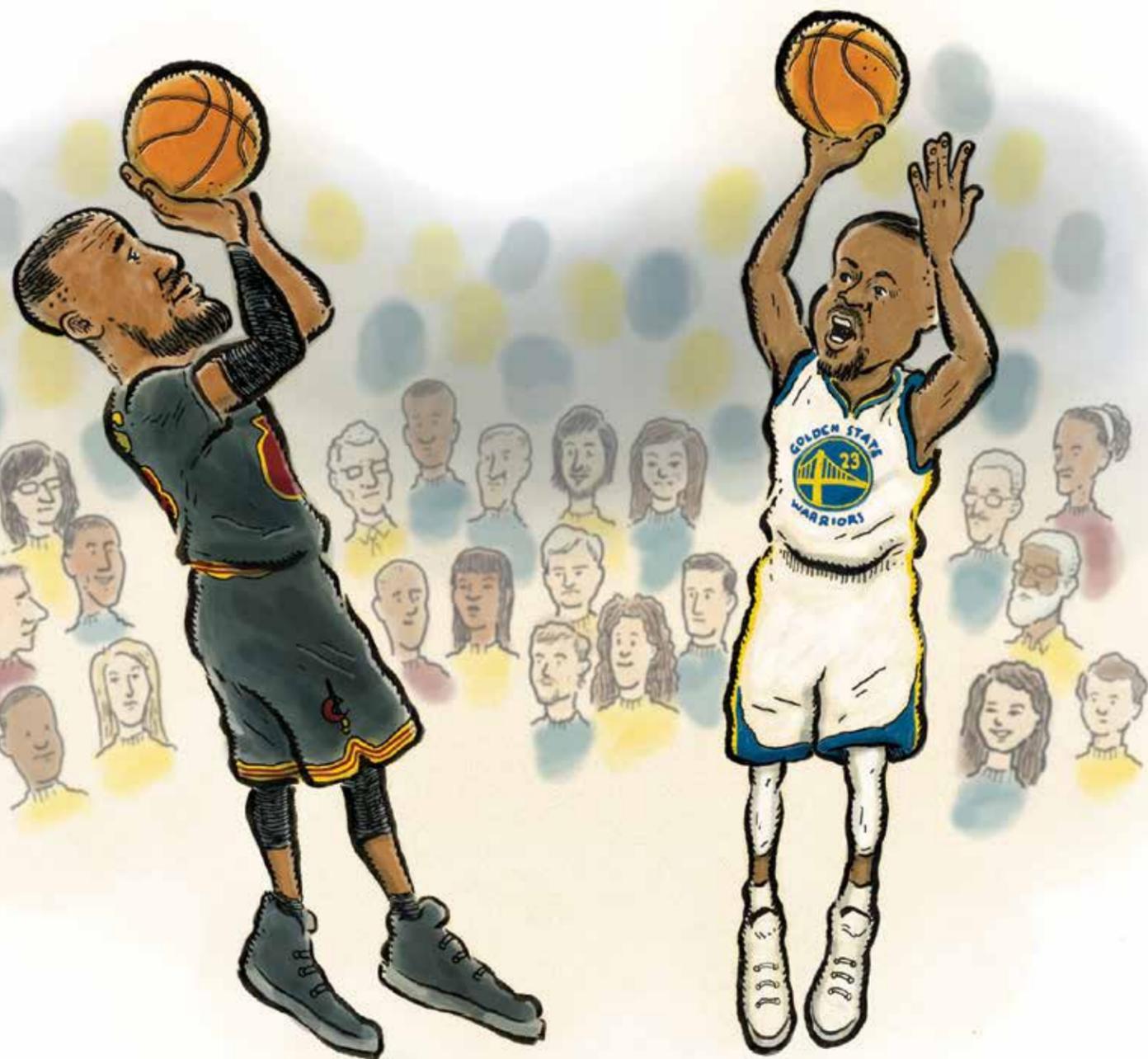
The Cavaliers crushed them in game number five, the same thing in Game Six. The team was starting to thrive!

On to Game Seven -
winner take all.

Two teams,
two hoops,
two MVPs,
one ball.

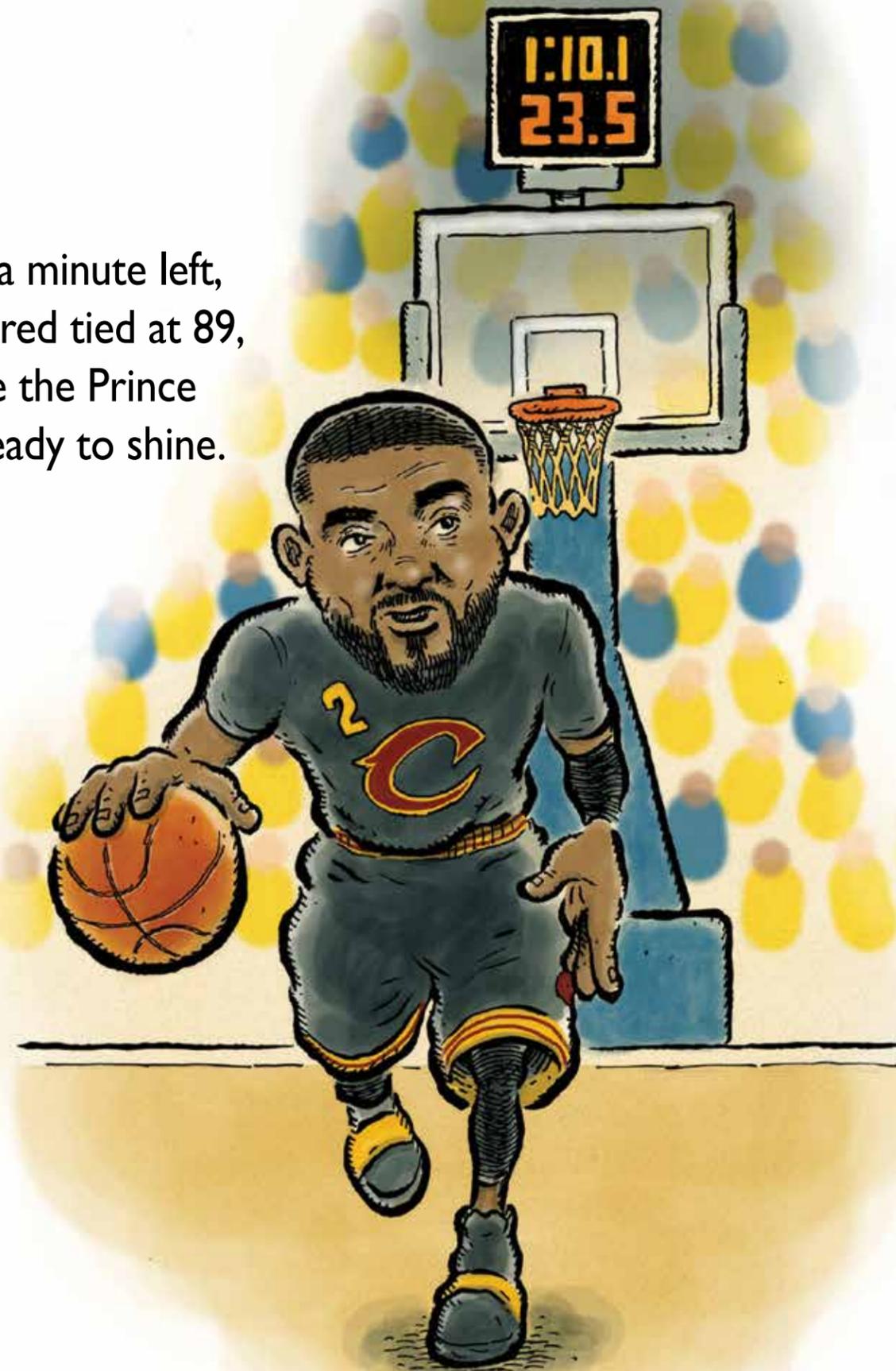


Back and forth the game went, fans on the edge of their seats,
shot after shot, neither team missing a beat.

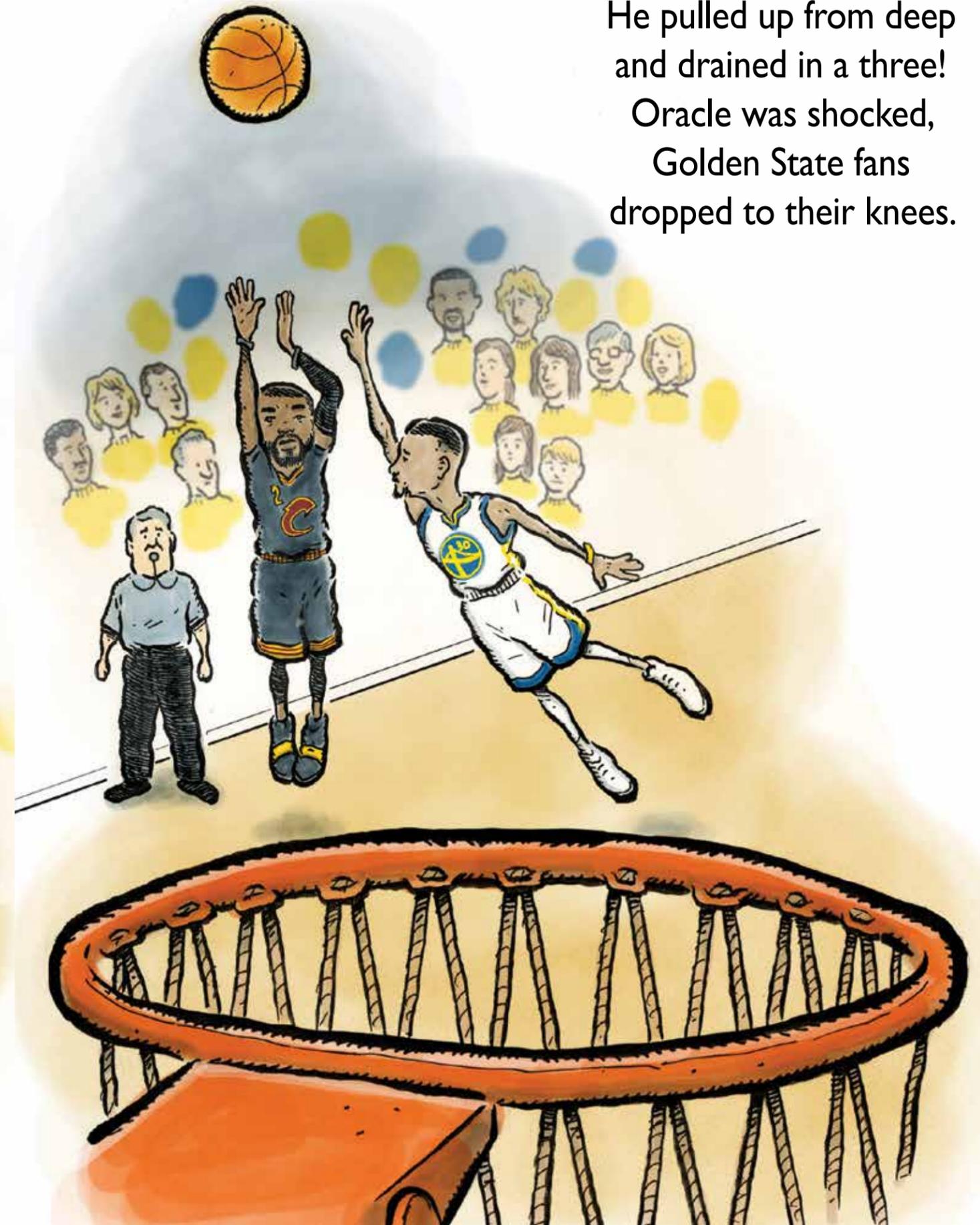


With the game on the line, the King stunned us all!
He raced down the court for a block - all ball!

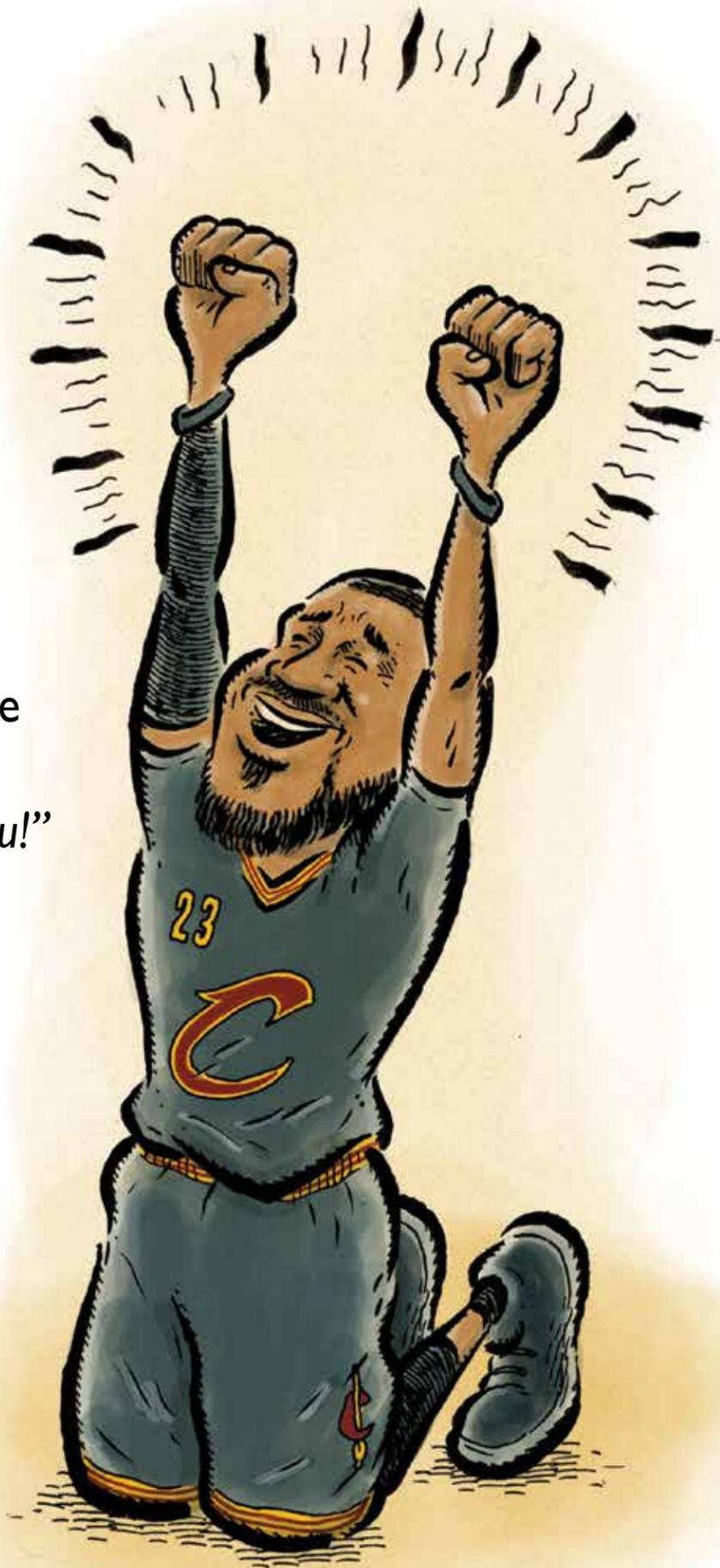
With a minute left,
the scored tied at 89,
Kyrie the Prince
was ready to shine.



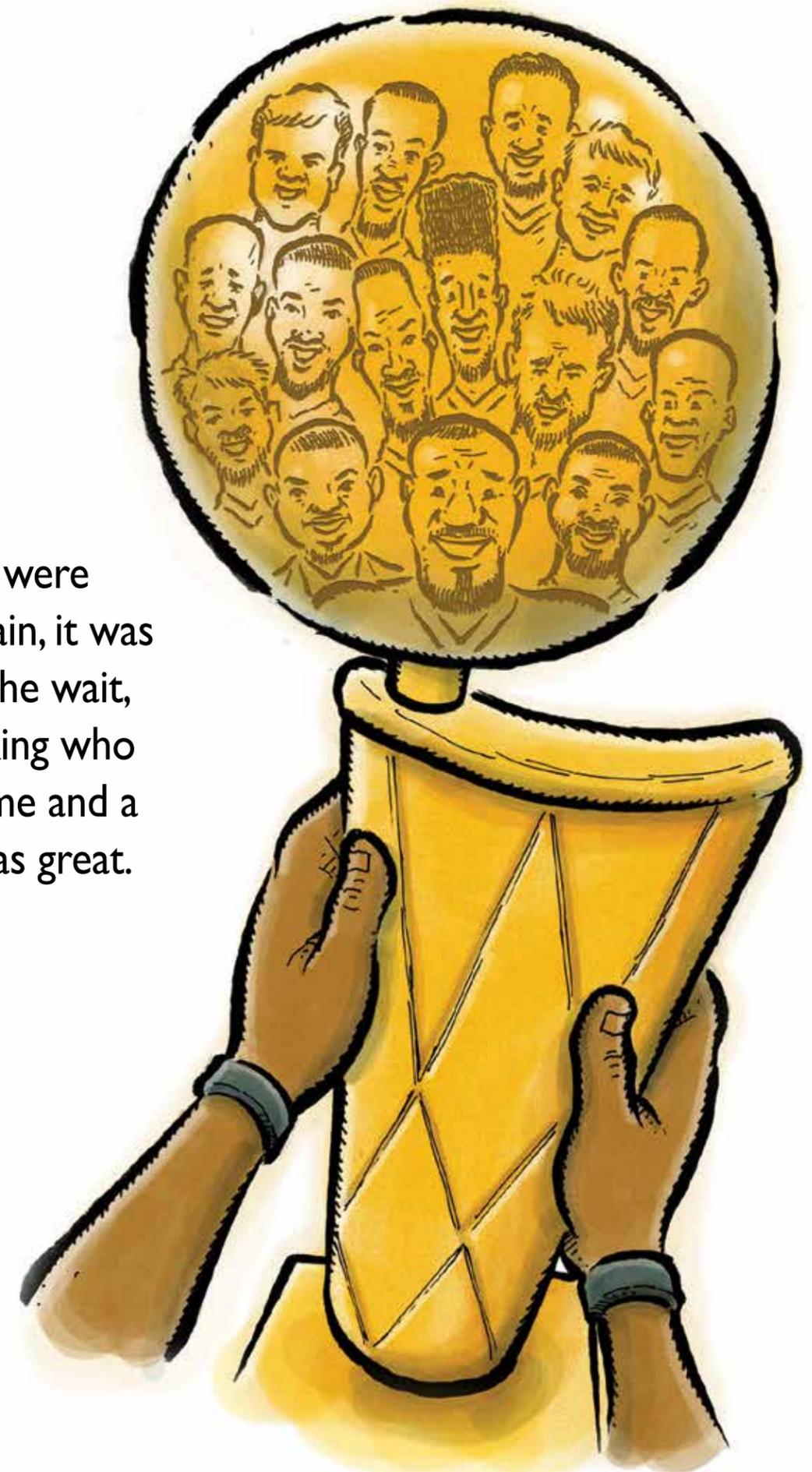
He pulled up from deep
and drained in a three!
Oracle was shocked,
Golden State fans
dropped to their knees.



The game ended and the
King fell to the floor,
“Cleveland, this one’s for you!”
he said with a roar.



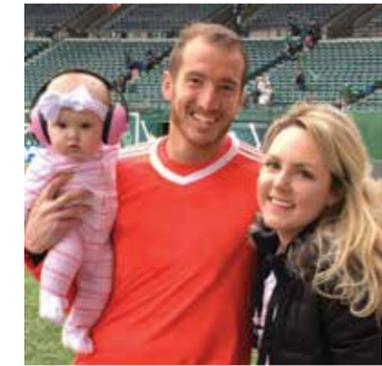
Cleveland were
champions again, it was
well worth the wait,
thanks to a king who
returned home and a
team that was great.





It is our mission to promote children's literacy nationwide. Through our books, we hope to inspire a lifelong love of reading by touching the hearts of children and adults alike.

From the Author



Growing up, I was all about sports - football, soccer, baseball, you name it. If it wasn't sports related, I wasn't interested. My love for sports is a passion that has shaped my entire life. I am fortunate to play soccer for a living, but it's bigger than

that. My most cherished childhood memories are centered around watching a big game; my relationship with my wife sparked by a mutual love for Penn State football, and my passion for Tampa Bay sports keeps me close to home, even though we've moved all over the country. I owe so much of my life to sports.

The idea to tell these stories came about after the birth of my daughter, Remy. I wanted to create a vehicle that I could share my love of sports with her, in a way that would hopefully build a bond we'd share forever. Reading together provides a way for parents and their children to share in special moments, but I want these stories to do even more. I want to reach the kids like me, the ones more likely to grab a ball than a book. It is so important for a growing mind to fall in love with reading and I hope these stories can bridge a love for sports with a newfound passion for reading.

— Jeff Attinella

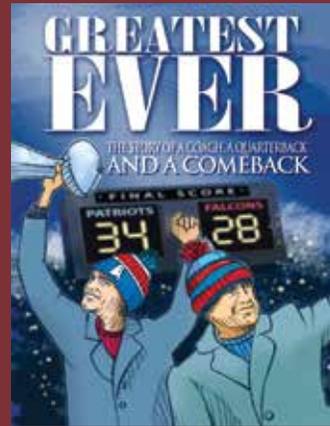
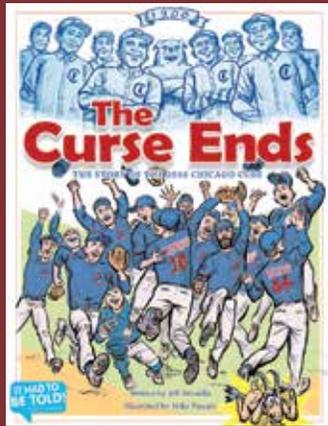
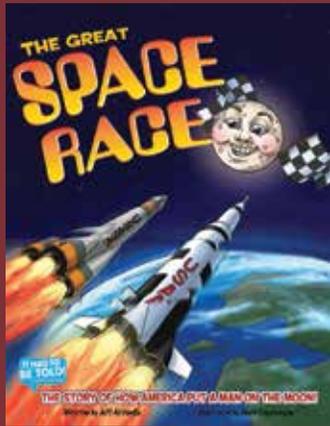
About the Illustrator



I have been a newspaper graphic artist and illustrator for... a long time. And a sports fan for longer than that. Working on this book was a blast in that it combined storytelling, cartooning and sports. Being a sports fan involves more heartbreak

than joy, and no fan base in America embodies that more than Cleveland's. It was fun to take a brief look back at the history of Cleveland sports, and realize just how much the Cavaliers championship means. I hope we did it justice. I'm also proud that this project is aimed at getting kids to read. The games we watch are like mini-dramas, following a story arc that started before the game and continues after it's over. Just like a great novel. Thanks to Jeff and Wayne for involving me in this project.

— Steve Madden



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