

NBA Star Who Refused to Take a Knee Speaks into Chaotic, Dark Culture

An NBA star who went viral for refusing to kneel during the National Anthem or wear Black Live Matters attire is set to release a new clothing line focused on stellar sports apparel and celebrating freedom.

Jonathan Isaac of the Orlando Magic is preparing for the official launch this summer of UNITUS, a clothing company celebrating freedom and positive American values.

“UNITUS is desperately needed today because more and more brands in the sports and leisure wear space are abandoning the consumers’ desire for them to be impartial on matters of culture, spirituality and politics,” Isaac told CBN’s Faithwire. “Many brands have overtly endorsed harmful and divisive ideologies that have left consumers looking for alternatives.”

He said there’s a profound need for a “hopeful brand bolstered by values of faith in Christ, American freedom and family-building.”

Isaac believes UNITUS will provide products consumers will feel good about both inside and out—a rarity in today’s marketplace.

The NBA player mirrored these statements in a PragerU interview, noting some companies today have consciously decided to “either attack or undermine Christian values, conservative values.”

While Isaac said these companies have the “free choice” to do as they choose, he wants to be part of the solution and

counterbalance.

“We also have a freedom to create what we want to create,” he said of UNITUS. “The hope is to be able to sign athletes across sports.”

In the end, Isaac wants to create a “real infrastructure of people” across the spectrum who want to “give their money to a company they know is going to work toward bolstering their values.”

And with cultural trends continuing to become more chaotic, Isaac believes people must decide to live out their faith values fully.

“As the day continues to get darker and darker and crazier and crazier, you standing up for what you believe in is only going to get harder,” Isaac said. “But is only going to become more necessary.”

Watch him explain in a “Faith vs. Culture” interview last year how and why he made his own decision to take a stand.

Isaac, author of the book “Why I Stand,” told CBN’s Faithwire fellow NBA players decided on July 31, 2020, to kneel during the National Anthem amid the sea of protest that followed footage of Floyd’s death.

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