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ABC NEWS STUDIOS ANNOUNCES NEW DOCU-SERIES 'GRAILS' ON MOREHOUSE COLLEGE GOLF CHAMPIONS WHO CREATED THE LIFESTYLE BRAND EASTSIDE GOLF, STREAMING EXCLUSIVELY ON HULU, DEC. 14



ABC News*

ABC News Studios is taking a behind-the-scenes look at the sneaker industry in the new series "Grails," set to premiere **Wednesday, Dec. 14, on Hulu**. The six-part series profiles entrepreneurs **Earl Cooper** and **Olajuwon Ajanaku**, former Morehouse College golf champions who created the lifestyle brand **Eastside Golf** to promote diversity on the golf course.

Directed and produced by **Hannah Storm** and her production company, **Brainstormin' Productions**, the series follows the two young Black creators who strike a once-in-a-lifetime opportunity to partner with Nike, Inc.'s Jordan Brand in designing an innovative line of golf sneakers and apparel to be worn on and off the course. Their brand, Eastside Golf, is epitomized by a logo of a Black golfer, a unique insignia that they hope will disrupt the industry by authentically inspiring a community to break down barriers, aspire for excellence, and create a future where we all belong.

"I loved directing this series because the mission and story of Eastside Golf is so inspirational," said Hannah Storm. "In a very meaningful and personal way, we were able to bring together so many incredible people from the worlds of sports, fashion and entertainment to tell this story. Everyone wanted to be a part of this project, because they believe in what Eastside Golf stands for and the power of diversity and inclusion. Olajuwon and Earl's collaboration with Jordan Golf, resonates well beyond sneakers and golf, because it is the story of a dream come true and the journey towards making meaningful change."

Eastside Golf and Jordan Brand dropped their first collaboration, the Air Jordan IV sneakers, in August 2021. Following the success of last year's limited release, Eastside Golf's latest Jordan Brand capsule collection, "[Out the Mud](#)", launched on Nov. 12, 2022, to even more acclaim.

The series includes interviews with notable figures, including sports stars and industry leaders such as GRAMMY® Award-winning artist and producer DJ Khaled, "Shark Tank" founder and CEO of FUBU Daymond John, Phoenix Suns All-Star guard Chris Paul, sports executive Shawn "Pecas" Costner, founder of Stock X and co-founder of Fanatics Collectibles Josh Luber, sneaker enthusiast Mark "Mayor" Farese, rapper and entrepreneur Joseph "Fat Joe" Cartagena, sneaker influencer Marissa Hill, PGA TOUR golfer and former World Number One Luke Donald, former MLB All-Star pitcher CC Sabathia, PGA TOUR golfer Joseph Bramlett, professional golfer Wyatt Worthington and "The First Pair" author Christyna Pourhabib, among others.

"Grails" is produced by ABC News Studios in association with Brainstormin' Productions. Roxanna Sherwood is senior executive producer for ABC News Studios. Hannah Storm, Steve Bartels and Shawn "Pecas" Costner are executive producers. The series is produced by Johnson McKelvey. Hannah Storm is the director.

ABOUT ABC NEWS STUDIOS

ABC News Studios, inspired by ABC News' trusted reporting, is a premium, narrative non-fiction original production house and commissioning partner of series and specials. ABC News Studios champions untold and authentic stories driving the cultural zeitgeist spanning true crime, investigations, pop culture, and news-adjacent stories. Its subsidiary, ABC News Films, acquires and produces feature documentary films.

ABOUT BRAINSTORMIN' PRODUCTIONS

Launched in 2008 by award-winning broadcaster, Hannah Storm, Brainstormin' Productions is a full-service production company that is rooted in personal relationships which help bring to life meaningful and impactful stories. Utilizing nearly 40 years of extensive television and film production and digital expertise, Brainstormin' Productions creates entertainment in a variety of formats including short and full-length documentaries, branded content, promotional videos, talent services, and other various media projects. For more information visit <https://brainstorminproductions.com/>.

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