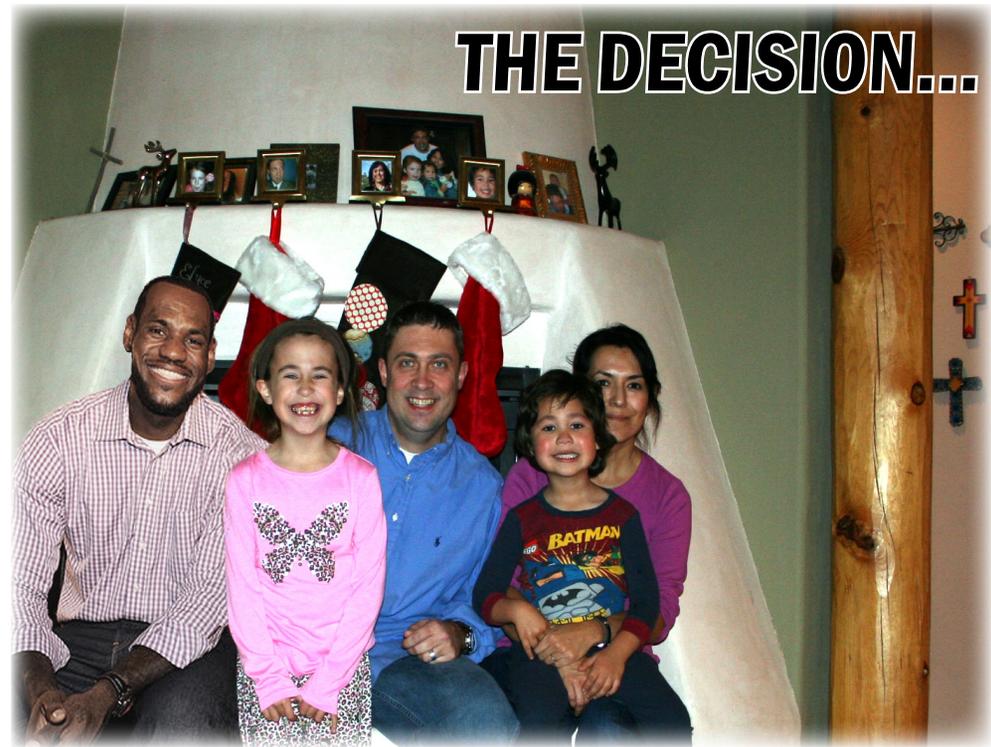


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On July 8, 2010, LeBron James announced on a live ESPN special, The Decision, that he will be playing for the Miami Heat for the 2010–11 season and teaming with Miami's other All-Star free agent signees Dwyane Wade and Chris Bosh.

In this fall, I'm going to take my talents to South Beach and join the Miami Heat... I feel like it's going to give me the best opportunity to win and to win for multiple years, and not only just to win in the regular season or just to win five games in a row or three games in a row, I want to be able to win championships. And I feel like I can compete down there.
—LeBron James

The Cavaliers were informed of James' decision minutes before the show began. The television program drew high ratings as well as criticism for the prolonged wait until James' actual decision and the spectacle of the show itself.

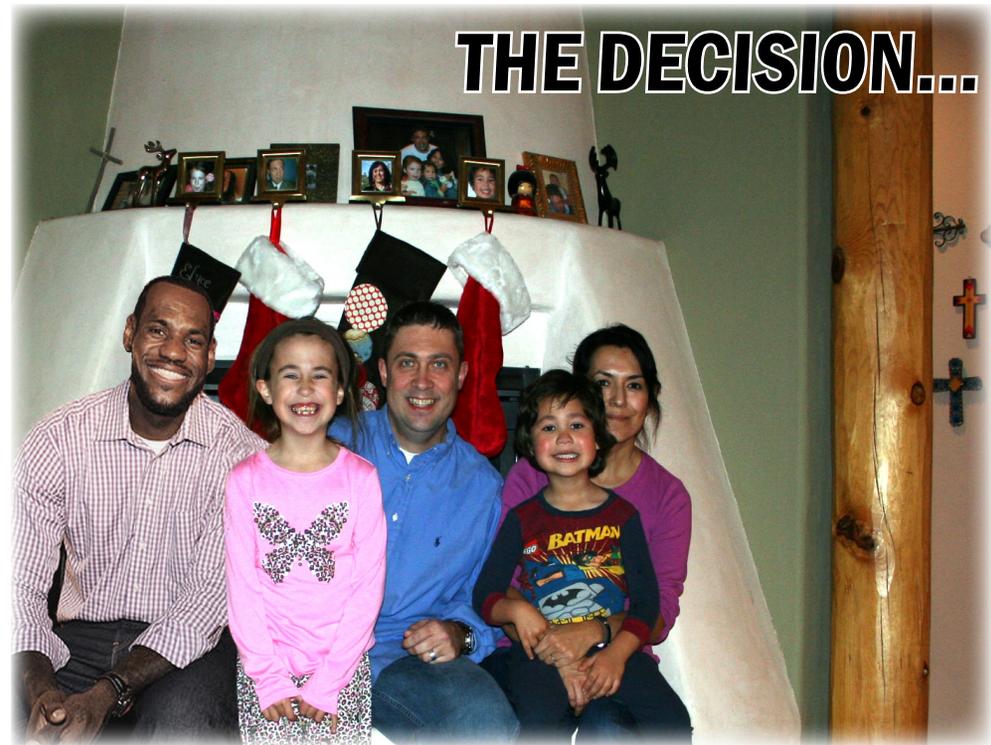


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