

# Cavs' practice to be first Facebook live sports event

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"Our goal is always to provide the most compelling content for our fans any way they choose to consume it and this initiative will expand the visibility of this quality daytime programming."

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(L-R) Kevin Love, Kyrie Irving and LeBron James of the Cleveland Cavaliers pose during the Cleveland Cavaliers media day at Cleveland Clinic Courts on September 28, 2015 in Independence, Ohio

Facebook will stream a live sports event for the first time when the social media website simulcasts a Cleveland Cavaliers pre-season training camp practice Thursday featuring NBA superstar LeBron James.

The NBA Real Training Camp show will air on NBA TV as well as the league's website starting at 11 a.m. (1500 GMT).

The program features interviews with players, coaches and team executives as well as playmaking from the workout of the Cavaliers, who lost to the Golden State Warriors in last June's NBA Finals.

"We have a long history with Facebook and are excited to team up with them for another first of its kind initiative," said Albert Vertino, general manager of NBA Digital and a Turner Sports programming vice president.

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