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## **Nike Launches Innovative Collection Championing Sustainability and Performance**

### ***New Sustainable Sportswear Line Aligns with Nike's Move to Zero Initiative***

[BEAVERTON, OR—] Nike is excited to unveil its latest collection, a groundbreaking line of sustainable sportswear that reinforces the brand's commitment to environmental responsibility without compromising performance. Created using recycled materials and low-impact manufacturing processes, the collection includes a range of products from activewear to footwear, each designed with advanced technology to support athletes at every level. This launch aligns with Nike's Move to Zero initiative, aimed at reducing carbon emissions and waste across the global supply chain, a milestone in the company's journey toward a more sustainable future.

"Our mission is to bring inspiration and innovation to every athlete in the world, and that means caring for the environment that supports them," said John Donahoe, CEO of Nike. "By innovating around sustainable practices, we're equipping athletes not only to reach their potential but also to contribute positively to our planet."

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[Nike, Inc.](#) is a global leader in sportswear, footwear, and athletic equipment, dedicated to inspiring athletes worldwide with innovative and high-performance products.

[Nike: Move to Zero](#)

If you would like more information about this topic, please call: 857-302-940, or email: ba@nike.com.



TAGS: Sustainability, Sportswear, Environment, Press Release, Fashion