

**Nike Uses Power of Sport to Stand Up For Equality**  
**Sunday, February 12, 2017 12:00:00 PM (GMT)**

NIKE, Inc. (NYSE:NKE) today launched EQUALITY, a multifaceted drive that raises Nike's voice and uses the power of sport to stand up for the value of equality. The effort is focused on encouraging people to take the respect and fairness they see on the field and translate it off the field. EQUALITY aims to inspire people to take action in their communities, part of a long history of Nike using its brand to speak out on causes important to its athletes and employees.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170212005025/en/>

This message is supported by a new film – featuring LeBron James, Serena Williams, Kevin Durant, Megan Rapinoe, Dalilah Muhammad, Gabby Douglas and Victor Cruz – that amplifies the voice of athletes, using the power of sport to create conversation, inspire people to act and press for lasting change in their communities. The film, directed by Melina Matsoukas and entitled “Equality,” also features a voiceover and appearance by actor Michael B. Jordan and presents an evocative new performance by Alicia Keys, singing Sam Cooke’s “A Change is Gonna Come.”

Nike's employees and athletes believe that sport has the unique power to unite people and inspire change – and they believe Nike's role is to be in the game, to never sit on the sideline.

EQUALITY follows the announcement of two new Nike partnerships, with MENTOR and PeacePlayers International, to drive change within communities. Nike is committed to supporting organizations dedicated to diversity and inclusion through sport. Building on this commitment, Nike will donate \$5 million in 2017 to numerous organizations to advance equality in communities across the U.S. Consumers can show their support for EQUALITY by taking action in their own backyard through programs such as MENTOR or PeacePlayers.

Nike EQUALITY t-shirts, along with footwear from Nike's annual Black History Month collection, which has historically supported organizations serving youth and their communities, are available to purchase via [nike.com](http://nike.com) and select retail locations. The EQUALITY initiative will live at [nike.com/equality](http://nike.com/equality), in social media and on billboards and posters in cities around the U.S. and Canada, with imagery that features portraits of athletes and cultural icons. In addition, Nike will enable people to create their own EQUALITY avatar or social media filters to express their support.

To learn more, go to Nike News ([www.news.nike.com](http://www.news.nike.com)). For information on MENTOR and PeacePlayers International, visit [www.mentoring.org](http://www.mentoring.org): <http://www.mentoring.org/our-work/campaigns/equality/> and [www.peaceplayersintl.org](http://www.peaceplayersintl.org): <https://www.peaceplayersintl.org/equality/>.

**About NIKE, Inc.**

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiaries include Converse Inc., which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley International LLC, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, Nike's earnings releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow @Nike.

For more information, including multi-media materials, please visit: <http://news.nike.com/>

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