

## **NIKE N7 Collection Launches in Canada Expanding Access and Funding to Aboriginal Communities**

-- Nike

Posted by: admin

Posted on : 2010/6/21 10:10:41



### ***Aboriginal Youth Encouraged to Create Positive Social Change Through Sport***

**TORONTO (June 21, 2010)** – Nike today announced the expansion of its N7 Program to Aboriginal communities in Canada. For over 10 years, the N7 Program has provided youth with access to sport in Native American communities across the U.S. through grants, surface donations, product creation and sport opportunities. The program's expansion creates a comprehensive community program for Native American and Aboriginal populations in North America that will include access to product and support for community organizations that bring sport and physical activity to youth.

The Nike N7 Collection encompasses a select range of performance footwear designed with the environment and the future of Native American communities in mind. The N7 Collection will be sold exclusively through four Nike Factory Stores in Canada in Vaughan, Niagara, Edmonton and Burloak, two retail locations (Metrotown in Vancouver and the Nike store in Toronto at 110 Bloor Street West) and via [www.nike.com](http://www.nike.com).

"Nike is proud to announce our commitment to help unleash the power of sport in Aboriginal youth as we launch the Nike N7 program in Canada," said Sam McCracken, N7 General Manager.

"Involvement in sports and physical activity leads to greater self-confidence, enabling youth to be a force for positive change in their communities. N7 stands for our belief that everybody leaves a footprint and can make a difference in their life and community, now and for generations to come."

"Right across this country our communities are filled with many gifted athletes. From my experience as an athlete, I know there has been a lack of proper support to nurture their talents in the past. It is encouraging to see Nike working with Aboriginal people across the country to help our youth reach for their goals," said Waneek Horn-Miller, Canadian Olympic athlete from the Kahnawake Mohawk

Territory. "Whether the goal is to go to the Olympics or just to lead a healthy active life, the hope is that we continue making positive changes for generations to come."

### **Nike N7 Access to Product**

Through the Nike N7 program, Native American and Aboriginal Health organizations, centers and communities can access Nike product at reduced cost via [nike.net](http://nike.net) to provide as inspiration for health promotion and disease prevention. The Nike Air Native N7, designed to the specialized fit needs of the Native American foot, is also available through [nike.net](http://nike.net). More than 360 Native American communities participate in the program. In Canada, there are currently 15 Aboriginal communities who are signed up through a pilot program that began in Sept. 2009. Communities can connect to the program at [www.niken7.com](http://www.niken7.com).

### **Nike N7 Fund**

The N7 Fund provides product donations and grants to Native American and Aboriginal communities in support of sports and physical activity programs for youth. Nike's goal is to help unleash a child's potential through the power of sport.

Through the N7 Fund, we are striving to make a difference in Native American and Aboriginal communities, because we believe every child should have access to sport. To apply for a grant from the N7 Fund, applicants must meet the following guidelines:

- You must be a 501(c)3 tax-exempt charitable organization or Canadian equivalent
- You must be an organization that serves the Native American or Aboriginal communities in the US or Canada
- Your program must have a sports focus
- Your program must serve youth high school age or younger
- You must have a measurement for success

The Nike N7 Fund will begin accepting applications for its next grant cycle in June 2010. For more information visit, [www.niken7.com](http://www.niken7.com).

### **Nike N7 Retail Collection**

The Nike N7 collection includes performance footwear for the general consumer and is designed with the environment and the future of Native American and Aboriginal communities in mind. The collection is designed with cues from Native American culture and embodies Nike's Considered Design ethos. The intent of the collection is to raise awareness beyond Native American and Aboriginal communities for the N7 Program and the N7 Fund. The Summer 2010 collection launches in Canada and the U.S. on June 21, 2010 and includes the N7 Nike Zoom BB II Low Trash (Men's), N7 Nike Free 5.0 V4 (Men's and Women's) and N7 Nike Sport Freedom-Lite (Kids and Toddler). The first collection launched in the U.S. in November 2009.

Nike has worked closely with Native American communities across the United States for more than 10 years to provide access to product and support for sport programs. GM Sam McCracken of the Sioux and Assiniboine tribes developed the concept for the program in 1998 as a way to provide inspiration and access to the brand to encourage physically active lifestyles. Nike signed a Memorandum of Understanding with Indian Health Services in 2003, and again in 2009 as a commitment to continue to bring inspiration and innovation to Native American communities in the spirit of health and wellness.

For more information and imagery of the Summer 2010 Nike N7 collection, visit [www.nikemedia.com](http://www.nikemedia.com).

###

**About Nike**

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 subsidiaries include Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories; and Umbro Ltd., a leading United Kingdom-based global football (soccer) brand. For more information, visit [www.nikebiz.com](http://www.nikebiz.com)

**Media Contacts:**

Melanie Dulos / Cathy Mitchell

APEX Public Relations Inc.

Office: 416-924-4442 (254/236)

Mobile: 647-201-8994 / 416-271-9226

mdulos[at]apexpr.com / cmitchell[at]apexpr.com