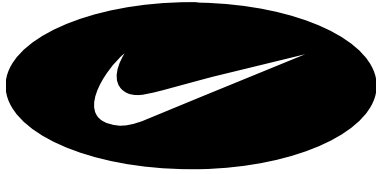


PRESS RELEASE

**NIKE, Inc.: new patron of *Sport and Citizenship***



BRUSSELS, Belgium, 10th of July 2010 – NIKE, Inc. and the European think tank *Sport and Citizenship* join forces to advance the debate on the role of sport in society.

At the core of the Nike brand is passion for sport and the role it can play in life. It's a belief that sport plays a critical role as a source of empowerment to help people reach their full potential. In particular, Nike sees sport as a means of challenging racism, resolving conflict, building leadership and teamwork and enhancing life skills for youth. Used positively, sport becomes a powerful tool for youth inclusion, helping them fully participate in the social and economic opportunities in their communities.

Launched in September 2007, *Sport and Citizenship* positions as the first European think-tank in the field of sport. The association aims at putting forward the core values of sport in society, in the realm of politics, economics and media issues. Thanks to multidisciplinary and transverse reflection, the aim is to put people in relation with others (associations, federations, politicians, sportsmen, scientists...) to enable an exchange of views and an analysis of the different policies.

*Sport and Citizenship* thus wish to promote intercultural and civic dialogue in Europe while consulting citizens and civil society on major sport issues.

In May 2010, NIKE, Inc. partnered with *Sport and Citizenship*. A desire to promote these unique values of sport is at the heart of their common goals. A first step towards meeting these shared objectives will be an event held on June 30th in the European Parliament that will celebrate the FIFA World Cup in South Africa and some of the many development initiatives linked to the tournament. Some other future initiatives will come to enrich major debates of society.

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