

## News Release

**FOR IMMEDIATE RELEASE**

Oct. 18, 2019



**FOR MORE INFORMATION**

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### **Nike Announces New Shoe Line for All NBA Teams**

CHICAGO - Oct. 1- Nike announced today that it will be releasing a new shoe specifically designed for every NBA team. The shoes design will match up with each team's main colors and be inspired by the team's culture through a vote by fans and players.

The shoes will be hi-tops that have a new heel support design to help players ankle safety and a new sole design to give players better speed and agility. The new design will be entirely unique and designed from other professional NBA players who have their own shoes. This will improve the shoes qualification and legitimacy.

The teams will be using the shoes during the NBA regular season. They will be released on November 22, one month after the season begins. The shoes will be promoted during the holiday season.

Phil Knight, Nike co-founder, said Monday “A huge thank-you to the National Basketball Association and it’s franchises for working with us on this product. These thirty new shoes will bring a sense of community to teams, protect players, and reward fans for supporting their teams.”

These will be the default shoes for each team throughout the season. Each shoe will be uniquely designed and all of them will have each team’s primary and secondary colors. A vote for each team will be held where fans and players can vote for which historic symbols should go on each shoe. The vote for the shoes will be held on the Twitter page for each NBA team for the fans, and there will be a group poll for the players on each franchise.

Company Boilerplate:

***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. subsidiary brands include Converse, which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.’s earnings releases and other financial information are available on the Internet at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com> and follow*

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