

NIKE Stands With You

Seki Berg | November 5, 2020

An overview on where we stand with the events of 2020.

Political turmoil in the United States has come to its boiling point. The year 2020 has proven to be one of the most difficult of the new millennium— with the COVID-19 pandemic, experiencing the effects of climate change, election year, continuous protests fighting against racism and the deaths of important and motivational Black figures. Here at Nike, we strive to do what is right, and right now we need to stand with you. The people who are making this world and our country a better place for generations right now and future generations.

This year, we saw the death of George Floyd caught on camera and this shook the nation. So many Black people have died at the hands of police, but there was a turning point this year. The Black Lives Matter protests against systemic racism in this country will go down in history as a pivotal movement for the United States. At Nike, we stand with you through this movement. After all, this point in history should be seen as a movement not just a moment.

At the beginning of the year, the world watched as bushfires raged on in Australia. Later in the year, wildfires continued in Washington, Oregon, California and Colorado. In Colorado, 2020 was host to the largest fire the state has ever seen. The skies were filled with smoke, even in the cities, and if you weren't wearing a mask for COVID-19 reasons, you should be wearing one due to the poor air quality.

It is natural for fires to occur, but these fires were direct effects of climate change. Not only did climate change affect how warm it was so late into fall. It also brought on some cold fronts much earlier than in previous years. In early September, northern Colorado experienced their first snow of the season after it had been in the high 90s the previous week. In October, they experienced a snowstorm that left many without power, multiple car accidents on the freeways and many people stranded.

Climate change is a real thing that needs to be dealt with. In the past, Nike has pledged to move toward zero carbon and zero waste in order to protect the future of sport. But, we realize this company needs to move toward zero carbon and zero waste in order to protect the future of the world.

Nike has always been supportive of the Black community and will continue to be supportive. We are honored to be a part of Black culture and will strive to keep doing the right thing for the Black community. It is important to recognize that

climate change is a real thing, affecting people all over the United States. As a company, we realize that we can have a huge impact on the climate, which is why we are moving towards becoming more eco-friendly.

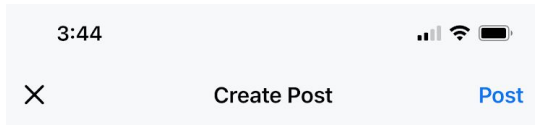
As you continue in the article, here are some resources where you can learn about what Nike has done to support the Black community and slow climate change.

[NIKE, Inc. Statement on Commitment to the Black Community](#)

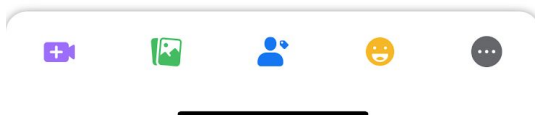
[Nike Move to Zero Climate Change Initiative](#)

[Nike Joins UN Climate Change and Fashion Industry Charter for Climate Action](#)

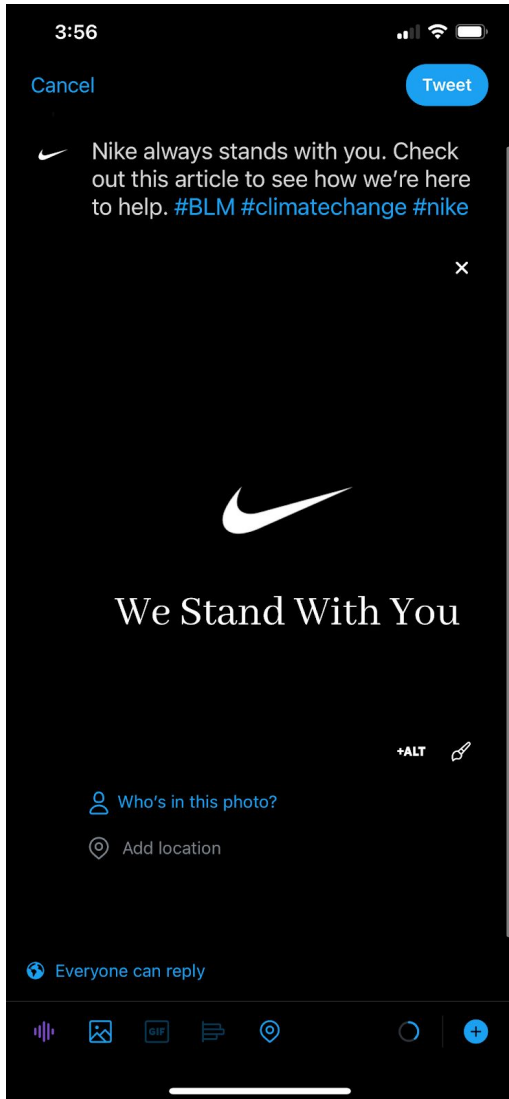
Facebook Post:



At Nike, we stand with you. Check out this article about climate change and issues the Black community faces and what we are doing to help. #BLM #climatechange #saytheirnames



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We Stand With You



@nike

Nike strives to do the right thing and the right thing is to stand by you. Link in bio.

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