

**The 2015 Nike #BETRUE Collection Celebrates the Potential of All Athletes  
The LGBT community inspires the Nike footwear, apparel and equipment collection,  
which launches on June 5.**

Nike proudly announces the 2015 #BETRUE collection of uniquely designed footwear, apparel and equipment, inspired by the LGBT community and celebrating the passion and pursuit of sport by all athletes.

*"Nike is deeply committed to diversity, inclusion and unleashing the potential of all athletes," said Tim Hershey, Vice President of Global Merchandising for Nike and Executive Advisor to Nike's LGBT Employee Network. "We're rallying the world to embrace #BETRUE as a call-to-action for all athletes to be their most authentic selves in June, and all year long."*

**#BETRUE COLLECTION FOOTWEAR**

At the center of each of the #BETRUE collection styles is a gradient rainbow that reflects both the diversity found within sports and Nike's support for the LGBT community. The collection spans performance to lifestyle and includes the Nike Free Run 5.0, Nike Hyper Rev and the Nike Run Roshe.

- The Free Run 5.0 brings a unique twist to the gradient rainbow, circling it around the top of the upper at the ankle.
- The Hyper Rev debuts as the first basketball shoe in the #BETRUE collection with a gradient rainbow flowing from the toe to the tongue.
- The Nike Roshe Run continues to build on the #BETRUE print that launched in 2013, with bold geometric shapes and a unique pattern with the words "Be True" embedded in the print.

**#BETRUE COLLECTION APPAREL AND EQUIPMENT**

The signature #BETRUE T-shirt anchors the apparel in the #BETRUE collection, with twelve more T-shirts highlighting the energy of #BETRUE in eight cities around the world: New York, Chicago, Los Angeles, San Francisco, Boston, Atlanta, Portland, Ore. and Washington, DC. #BETRUE Elite socks and a Five-Panel Hat complete the collection.

Nike is a proud supporter of the LGBT Sports Coalition and its initiatives to end discrimination in sport. Nike helped found the LGBT Sports Coalition in 2011, and continues to support the Coalition through the #BETRUE collection, which began in 2012. Nike will also host the coalition's fourth-annual summit in June 11-13 in Portland, Ore.

The #BETRUE collection will be available beginning June 5 on [nike.com](https://nike.com), and rolling out at select Nike Stores (Portland, San Francisco, Union Street, New York, Flatiron, Boston, Chicago, Georgetown, Los Angeles, Santa Monica and Lenox) and Nike Factory Stores (Portland, Chicago, Los Angeles, Boston, Washington, D.C., Orlando and Celebration.) throughout the month.

Select Nike Store locations will host special #BETRUE Nike+ Run Clubs and Nike+ Training Club sessions in June to align with the collection's release:

- June 8-14: Portland, Los Angeles, Washington, D.C. and Boston
- June 22-28: San Francisco, Chicago and New York City