

Aug. 27, 2015

NIKE+ RUNNERS GET THE NEXT GENERATION MOVING

To conclude the 2015 Nike+ Find Your Fast Challenge, Nike will donate up to \$100,000 to three nonprofits that inspire kids around the world to be physically active through running.

“Nike believes in the power of sport to change the world,” explains Jorge Casimiro, VP of Nike Global Community Impact. “The world, however, is moving less and less. To help break this cycle of inactivity, we’re teaming up with organizations that share our commitment to getting kids moving through fun, positive experiences.”

The summer-long 2015 Nike “Find Your Fast” Challenge culminates August 30, when legions of Nike+ runners will pursue their fastest mile. To motivate even more Nike+ runners to participate, Nike will donate one dollar for every Nike+ runner who logs a mile on that date, for a commitment of up to \$100,000 to be split equally between three nonprofits: Marathon Kids (U.S.), Shanghai Charity Foundation (China) and Projeto Vida Corrida (Brazil) — each committed to empowering young athletes across the globe to be active through running.

Marathon Kids is committed to improving children’s health through a fun, goal-driven youth running program. Additionally, the organization has just announced a partnership with Nike. Together, over the next two years, Marathon Kids and Nike aim to motivate over 500,000 U.S. kids to run. **Shanghai Charity Foundation** provides positive physical activity experiences to kids in schools and local communities in Shanghai, China while **Projeto Vida Corrida** introduces the joy of running to kids, ages 7 to 12 years old, and women living in the outskirts of the city of Sao Paulo, Brazil.

Sign-up for the August 30 Find Your Fast Challenge here:
http://www.nike.com/us/en_us/c/running/running-challenge