

THE CITY OF RIO AND NIKE CELEBRATE CLARA NUNES OLYMPIC VILLAGE

This is the third Olympic Villages revitalized by Nike as part of its five-year partnership with the City of Rio

RIO DE JANEIRO, AUGUST 4, 2016 – Today the City of Rio de Janeiro and Nike celebrated the revitalization of Clara Nunes Olympic Village, located in the North Zone, which has received a new visual identity and sports facilities along with PE teacher training to inspire the more than two thousand kids who regularly play there to fall in love with sport and physical activity.

Clara Nunes is situated in the middle of three communities who use the Village as a sports hub. After a flood in 2013, most part of its structures were destroyed. The revitalization took six months and is now open to residents of the community, with a new soccer field, playground, multi sports court, facilities and two areas for skateboarding. Artist and advocate Panmela Castro also painted the interior walls throughout the entire Village, bringing to life her vision of how the community is inspired and transformed by sport. Skateboarders Gabriel Fortunato, Pamela Rosa and Yuri Fachinni attended the celebration, along with singer Mika who gave a short performance.

“Brasil’s kids are the least active in Latin America and we want to change that. Together with the City of Rio and the partners across the 22 Olympic Villages, our goal is to transform the culture of sport for the next generation of athletes. For us that means that more kids are having fun with sports and have more opportunities to be active —both here at Clara Nunes, and in the other 21 Villages. We hope that Rio’s kids fall in love with movement and are happier and healthier —and that it becomes part of their lifestyle for the rest of their lives.” said Jorge Casimiro, Vice President of Global Community Impact at Nike.

The five-year partnership between Rio and Nike will focus on revitalizing youth programming across the city’s 22 Olympic Villages to ensure that Rio’s kids have a sustained opportunity to pursue their potential. Each Village will receive training for its staff to deliver youth programming, plus Nike product and equipment for five years. In addition, the Villages of Encantado, Mane Garrincha (Caju), Clara Nunes and Manoel Jose Gomes Tubino (Mato Alto) will be renovated and host inspiring brand activations and engagement with Nike Store Athletes (retail employees). In April, the Encantado Olympic Village was the first to be celebrated with the community after receiving improvements. The celebration of the Caju Olympic Village revitalization followed a few months later in June. The revitalization of the Olympic Village of Manoel Gomes Tubino, in Mato Alto, is currently underway and expected to be completed in September. All 22 Villages will also receive sports equipment and uniforms for the (approximately) 600 PE teachers, who deliver early positive experiences to youth at these Villages.

Between February and March, all 600 teachers in the Villages received the first training session supported by Nike, in partnership with organizations specialized in sports for children, Instituto Esporte & Educação and Instituto Bola Pra Frente. This program will be held every six months in the next five years, totaling 10 training sessions for each professional. In each session, teachers will receive a kit with uniforms and sports equipment with the new identity of the Olympic Villages.

Also as part of the project commitment, Nike encourages employees in its stores to participate as volunteers in the Olympic Villages. These community brand ambassadors will also receive the programming on sports with an emphasis on children and youth. The company has formed three groups of volunteers in the stores of Nova América, Downtown and Sulacap, to work in Villages.

Currently, about 25,000 children are users of the Olympic Villages, and Nike aims to double this figure to 50,000 to create a more active generation. Therefore, the brand takes inspiration for each of the Villages through activities such as the NTC (Nike Training Club, which provides functional training sessions), NRC (Nike Running Club) and football actions. The company's focus is not to train high-performance athletes, but to inspire children and youth to become passionate about sports and incorporate healthy habits into their routine.

About Olympic Villages Project (City Hall info):

The Olympic Villages project of Rio de Janeiro City Hall appeared in the 80s with the opening of the Mangueira Olympic Village and the Sports Centre Miécimo de Silva. The villages are part of the routine of thousands of children, youth, adults and seniors who have the opportunity to participate in more than 100 sports categories and leisure. Currently these public facilities serve approximately 45,000 students and all of them have activities geared to the disabled.

About Nike Global Community Impact:

Nike believes in the power of sport to move the world and unleash human potential. However, the world is moving less and less, and today's generation of children is the least physically active ever. That's why Nike works to get kids (ages 7-12) active early and for life, because active kids are happier, healthier and more successful. Together with its employees, partners, consumers and athletes, Nike also supports important causes that strengthen communities across the globe. Learn [more](#).

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