

December 8, 2020

John Donahoe  
President and Chief Executive Officer  
NIKE, Inc.  
One Bowerman Drive  
Beaverton, OR 97005

Dear Mr. Donahoe,

We are writing to you today to again urge Nike to terminate its business and public relationships with professional sports teams which do not stop using names and racist branding based on Native American stereotypes, names, and images. With the July decision of the Washington Football Team to stop using the name “Redsk-ns” and the accompanying logo at the urging of investors and many other stakeholders, attention is now turning to other teams. **Because of Nike’s relationship with the Major League Baseball Association and the National Football League, as well as its production of countless merchandise for fans of the leagues, your company is in a unique position to end your relationship with racist team names and model true allyship by taking this anti-racist position.**

As we noted in our June 26, 2020 letter, we strongly believe this attention presents risks for the company if it does not take steps to change the names of the Major League Baseball Association’s Atlanta Braves, as well as the National Football League’s Kansas City Chiefs.

The July 6 letter

important steps to convey to the team the importance of changing its name and logo. At its most forceful it included threats to legally challenge the team's adherence to contractual arrangements. We also saw examples where companies like yours removed team merchandise from their stores. As the exclusive provider of Major League Baseball and National Football League on-field uniforms, your corporation can use its leverage to eradicate the continued use of these racist names and branding as your organization makes those racist images highly visible on uniforms and merchandise.

It is heartening to see the outpouring of company statements and future looking programs addressing systemic racism that have emerged. The actions being taken are wide ranging from workplace diversity to public policy. One specific action has been the evaluation of racist symbols and stereotypes. For example, we have seen the rebranding of consumer products that are offensive such as Pepsi's decision to sunset their Aunt Jemima brand and Land O'Lakes

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