



Rebuilding  
Communities  
Through Indian  
Self-Reliance

# Media Release

## FOR IMMEDIATE RELEASE

Contact: Deana Jackson  
(202) 579-5427  
djackson@indiangaming.org

### NIKE AIR N7 COLLECTION TAKES FLIGHT TODAY



NIGA Chairman Ernest Stevens, Jr. shows a pair of shoes from the Nike Air Native N7 collection, which arrived at the NIGA Headquarters in Washington, D.C. this week.

**WASHINGTON, D.C – November 7, 2009** – Nike, Inc. wants to encourage the youth of Native America to reap the benefits of fitness and sport. The Beaverton, Oregon-based sports and apparel company is so serious about this endeavor that it is launching the Nike Air Native N7 Collection, created to promote youth fitness and youth sport programs in Native American communities throughout the country. The shoe collection will officially be launched today/ Nov. 7, with funds to be designated for the N7 Fund, utilized for the Nike “Let Me Play on Native Lands Fund.”

Recently, National Indian Gaming Association Chairman Ernest Stevens Jr. was appointed to the Nike Native Lands Fund Board of Directors. Stevens joins fellow board members Jacoby Ellsbury, Peter Buffet, Jack Burns, Tex Hall, Frank King, Wilson Pipestem, Orson Porter, Crystal Shawanda, Vanessa Short Bull, Victoria Wright and Sam McCracken. Stevens said he was proud to join such an exciting, dignified and diverse

cast of leaders in the name of fitness and sport for Native American communities.

Sam McCracken, general manager of Native American Business for Nike, Inc., said Nike stores are loaded with shoes from the N7 collection. Models include men’s and women’s Air Pegasus, men’s Huarache, boys and girls preschool and toddler shoes and an adult organic t-shirt. “Sport is a means to unleash human potential and establish a positive footprint,” McCracken said.

Native American athletes have left their footprints all over the arena of sport for generations, from the athletic prowess of Jim Thorpe to the Olympic heroics of Billy Mills. Today’s athletes like Jacoby Ellsbury or Brett Bucktooth have proven our communities are the new breeding ground for professional athletes. Further still, Olympic hopefuls like Alvina Begay, wait in the wings for the chance to push the Native American potential to the envelope and beyond. Nike wants to harness that energy for focused dynamics from native athletes on the playing field.

The Nike Air Native N7 was the result of nearly two years of collaborative research, development and fit testing in partnership with the Native American community. Boasting specifications created exclusively for Native American feet, Nike is confident the result is uniquely suited for a true Native American fitting performance product.

NIGA Chairman Ernie Stevens, Jr., said, “The Nike Air Native N7 marks another milestone in Nike’s long-standing commitment to Native American communities. Profits from the sale of the Nike Air Native N7 will support “Let Me Play” programs on Native American lands that leverage sport to promote an active and healthy lifestyle, he added.

The shoes bear the standard Nike performance-driven nomenclature: multi-colored heel tab, leather upper, feather designed sock liner, encapsulated Nike air bag, Nike + enabled, Native-Fit soles built specifically to foot and width shapes of Native American communities, and rubber outsoles produced from 10 percent recycled rubber content. Last and certainly not least, the shoes come standard with the distinctive Nike Swoosh.

As all Nike products, the Native N7 line embraces Nike’s considered design ethos, where details in the development and design of the shoe are geared to deliver sustainable innovation and reduce waste, without compromising product performance. The Considered design ethos also honors the traditional Native American Seven Generation philosophy, an approach that respects the impact of decisions made today on seven generations. The shoe’s design draws inspiration directly from Native American culture.

Information: [www.letmeplayonnativelands.org](http://www.letmeplayonnativelands.org) or [www.facebook.com/nikeN7](https://www.facebook.com/nikeN7).

###

**About the National Indian Gaming Association (NIGA)** - The National Indian Gaming Association is a nonprofit trade association comprised of 184 American Indian Nations and other nonvoting associate member. The mission of NIGA is to advance the lives of Indian people – economically, socially and politically. NIGA operates as a clearinghouse and educational legislative and public policy resources for tribes, policymakers and the public on Indian gaming issues and tribal community development. For more information, visit [www.indiangaming.org](http://www.indiangaming.org).