



Nike

Overview	Over the next 5 years, NIKE, Inc. will invest \$50 million in the United States to increase the physical activity of kids in schools and communities as well as target advocacy efforts to inspire kids and draw additional resources to the effort.
Primary Goal/Mission	<ul style="list-style-type: none"> • Create early, positive experiences for kids in sports, physical education, and active play. • Integrate physical activity into everyday life.
Programs/Campaigns	Let's Move! Partnership Let's Move! Active Schools will provide free resources to teachers, parents, and administrators to enable communities to incorporate physical activity experiences before, during, and after the school day. There will also be opportunities for schools to apply for grants that support Active Schools efforts, which will be funded by Childhood Obesity 180, GenYouth, and others.
Impact	See case studies
Reports/Case Studies	http://letsmoveschools.org/success-stories/ Siemers, Erik, "Nike's Investment in Physical Activity Starts in U.S., Will Spread Elsewhere," <i>Portland Business Journal</i> , February 2013, www.bizjournals.com/portland/blog/threads_and_laces/2013/02/nikes-investment-in-physical-activity.html?page=all .
Social Media Sites	N/A
Website and Contact Information	http://nikeinc.com/news/nike-announces-50-million-commitment-to-get-kids-moving http://letsmoveschools.org/