



National Troopers Coalition

September 4, 2018

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ANDREW MATTHEWS (CT)
Executive Director

Mark Parker
Chairman, President and CEO
Nike World Headquarters
One Bowerman Drive
Beaverton, OR 97705

Dear Mr. Parker:

As an organization representing over 45,000 state troopers/highway patrolmen across the country, we stand with our law enforcement partners in condemning Nike for choosing to promote Colin Kaepernick as part of the company's "Just Do It" campaign. The decision to promote the antics of Mr. Kaepernick is a slap in the face to the hundreds of thousands of law enforcement officers throughout this great country. The ad states, "Believe in something, even if it means sacrificing everything." Compensating Mr. Kaepernick for his participation in this campaign is far from "sacrificing everything."

Nike continues to fan the flames of the endless fallacy that police are nothing more than inhumane tyrants looking to take out unprovoked, abusive force on African Americans.

The men and women who choose to don a badge and uniform every day do so with pride in knowing they are out there to protect their community from harm regardless of race, color, religious creed, national origin, ancestry, sex, sexual orientation, age, or disability. They start their shift each day with an inherent amount of risk; risk which could be fatal. Our sacrifices are real and are memorialized at the National Law Enforcement Officer Memorial in Washington, D.C.

We continue to serve our communities regardless of the continued hatred that is promoted through baseless and inaccurate contempt against law enforcement. We know what it means to believe in something even if it means sacrificing everything.

The National Troopers Coalition is calling on our members, families and supporters to boycott Nike products as a show of support for our law enforcement officers who do sacrifice everything, day in and day out.

Sincerely,

Jimmy Chavez, Chairman
National Troopers Coalition