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## **Eugene 08 organizers have teamed up with Nike and community partners**

A fundamental part of the Local Organizing Committee's bid to host the 2008 Olympic Team Trials -- Track & Field, was a promise to involve the community and to leave a legacy that creates long-term benefits beyond the excitement experienced by fans at the event.

"One of the key elements in fulfilling that commitment is to inspire youth to be more fit and active - and to become the next generation of track athletes and fans," said Vin Lananna, Local Organizing Committee co-chair. "Nike, the City of Eugene and other partners are making this promise a reality for hundreds of kids in our community and throughout the state."

Eugene 08's focus on youth made it a perfect fit for Nike's Let Me Play signature community efforts. With the help of Nike's sponsorship, local government agencies and numerous nonprofit organizations have expanded activities and created innovative new programs before, during and after the Olympic Trials.

"Nike believes that sport is a catalyst for positive change in young people and the communities in which they live. The focus on youth initiatives around Eugene 08 provides a unique opportunity for Nike to partner with community organizations to create innovative programs that help kids gain the skills to reach their full potential," said Craig Cheek, Vice President/General Manager, USA region.

Nike's \$225,000 cash and product support underwrites many of the free events that will be part of the Eugene 08 Festival, including: The Starting Block and I'm a Track Fan! youth activities; youth track and field clinics; youth and adult all-comers meets at Hayward Field; the Just Run Eugene fitness and citizenship program; and the Personal Best: Youth Track and Leadership Camp.

Nike's sponsorship will also be used to purchase adaptive track equipment for community use and to resurface the track at Eugene School District 4J's Arts & Technical Academy at Jefferson Middle School.

Among the organizations working with Nike on the youth initiatives are: Eugene 08, the City of Eugene, Oregon Track Club, University of Oregon, Eugene School District 4J, Eugene Marathon, and World Wheelchair Sports.

Below is more detailed information about each of the Nike-sponsored programs:

- The Starting Block – is a fun, interactive, and hands-on area with track-related activities. Presented in small scale at University of Oregon track meets this spring, it will be presented a larger format, with more activities, including video and interactive equipment at the Eugene 08 Festival. Free.
- I'm a Track Fan! – Youth learn about athletes, write to them and follow their successes to Beijing. This program will be presented at 34 sites in the spring and summer of 2008, including U of O track meets and the Eugene 08 Festival. Free.

- Youth Track Clinic – youth of all abilities are invited to come to Hayward Field on July 1 to learn about track and field events through workshops and hands-on activities, including a sports clinic and track events for athletes with disabilities. Free.
- All-comers Meets –youth (on July 1) and adults (on July 2) are invited to compete or just run on the track at Hayward Field. Free.
- JUST RUN EUGENE is a website-based program that assists schools and other youth organizations involve children and teens in running and good citizenship. Already active in the Eugene/Springfield area with more than 650 participants. Free.
- Personal Best: Youth Track and Leadership Camp – 80 youths from around Oregon have been invited to attend this camp that will be held during the Olympic Trials. They will attend classes focused on academic excellence and leadership and will act as volunteers during the competition.
- Adaptive sports equipment – Nike is purchasing a “community chest” of equipment that will be demonstrated at the youth all-comers meet at Hayward field on July 1, and available for use in the community thereafter.
- The Arts and Technology Academy at Jefferson track resurfacing – Nike is donating its “Nike Grind” surface for this track that is located in the Graham Field sports complex at Fillmore and 24th Streets. The track is expected to be completed in fall 2008.

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