

NOTICES

Nike Unveils Performance Shoe Designed Specifically for American Indians

Profits from the Nike Air Native N7 Shoe will Support Let Me Play Programs on Indian Lands

BEAVERTON, Ore. – In late September, Nike unveiled the Nike Air Native N7, a unique athletic performance shoe designed specifically for American Indians.

The Nike Air Native N7 is the result of nearly two years of collaborative research, development and fit testing in partnership with the American Indian community. This first-of-a-kind performance shoe is built on a new and unique last created to address the specific fit and width requirements for the American Indian foot. The result is a true Native fitting, performance product.

This shoe marks another milestone in Nike's long-standing commitment to American Indian 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.

The Nike Air Native N7 shoe also 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 seventh generation philosophy, an approach that respects the impact of decisions made today on seven generations. The shoe's design draws inspiration directly from American Indian culture.

Performance Product Catering to Specific Needs

The Nike Air Native N7 shoe and Let Me Play programs deepen Nike's long-term commitments to challenge and address some of the specific health and wellness issues that exist within American Indian communities. A strong emphasis was placed on providing a performance product that would cater to the specific needs of American Indian foot shapes and help provide motivation to American Indians predisposed to, or suffering from, health issues that can be improved by leading physically active lifestyles.

As well as being built on a new Native-specific last, the shoe is constructed from the inside out to ensure significantly improved comfort and fit. This approach results in reduced seams



Nike Air Native N7 shoes
(photos by Laurel V. Johnson)

and layering, while the use of performance foams at key points provides additional cushioning in specific areas of the shoe.

In combination, these elements help improve overall fit and help wearers avoid foot irritations caused by ill-fitting footwear. Creating a shoe designed in this way is another step in helping to promote and sustain physical activity and address health issues prevalent within the American Indian community.

"Nike is aware of the growing health issues facing Native Americans," explained Sam McCracken, manager of Nike's Native American Business program. "Through the Nike Air Native N7 we are stepping up our commitment to use our voice on a local, regional and national level to elevate the issue of Native American health and wellness. We believe physical activity can and should be a fundamental part of the health and wellness of all Native Americans."

"The Nike Air Native N7 marks an important moment for us and is a great example of what can be achieved when we challenge ourselves to innovate for a better world," said Mark Parker, president and CEO of Nike, Inc. "This product represents innovation beyond athletic performance, helping to improve Native American communities. It also exemplifies Nike's broader commitment towards sustainable design and community involvement."

Collaboration with American Indian Community

The Nike Air Native N7 project has been a true collaboration with the American Indian community and key stakeholders engaged in the health and wellness issues surrounding American Indian populations. Research has engaged individuals from more than 70 tribes as well as consulting podiatrists and members of Indian Health Services and the National Indian Health Board.

"Nike's development of the Nike Air Native N7 comes at a critical time for the health and well-being of the Native American population," said Dr. Rodney Stapp, chief

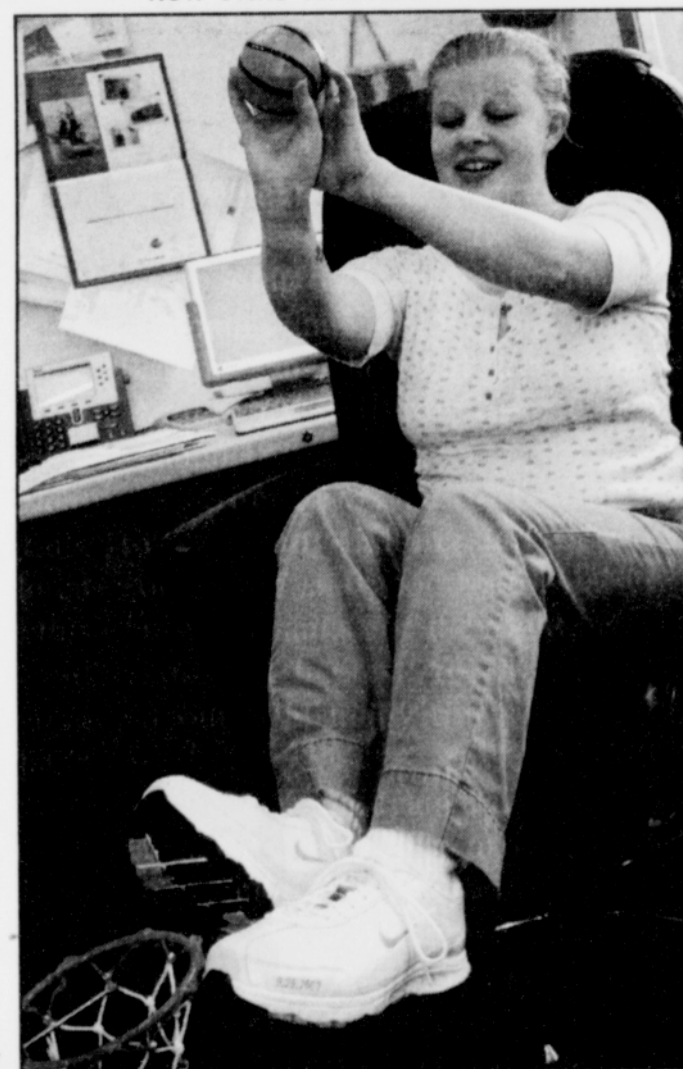
executive officer for the Urban Inter-Tribal Center of Texas, one of 36 urban Indian Health Centers funded by IHS and a consulting podiatrist on the Nike Air Native N7 project. "Today, more than ever, we are faced with rising rates of chronic diseases brought on in large part by overweight and inactivity and for which physical activity is a noted step in the prevention of such diseases. The fact that Nike has been a long-time advocate for physical activity on Native Lands through its Native American Business Program speaks volumes to its true understanding of the growing need to tackle Native American health issues with the positive antidote of movement and sport."

The Nike Air Native N7 is a Nike+ enabled fitness shoe designed for a range of sports and activities. The Nike Air Native N7 will only be available through Nike's Native Business Program as an additional way for Native American communities to provide Nike product incentives at preferential prices to their members through health promotion and disease prevention programs.

Let Me Play

Let Me Play – Nike's new signature community effort – will expand the company's commitment to sports and physical fitness for youth through the recognition that by playing sports, young people can make themselves, their communities and their world better. In addition to building surfaces for play, Let Me Play provides grants and product donations to support young people in their quest for sport and it brings volunteers, organizations and decision-makers together to improve opportunities that help youth grow up healthy and active.

Maggie Norton models a pair of the new Nike Air Native N7 shoes.



Congratulations to SVS Students of the Month

It's great to see all of our students again for a new year. We are sad that a few of them did not return to our school, yet we are happy to see all the new faces. It's a pleasure and a blessing to hear their noise in the hallways. We were all missing them.

As every year, it was great to see all of you come in and visit us during our open house. We were glad to see you and our new family members; we are very happy to have met you.

We would like to thank Little Chief Restaurant, Noel's Market, Wilkison Video and Siletz Gas & Mini-Mart for continuing to donate certificates for our Student of the Month assembly. Thank you, thank you, thank you!

We invite you to come and help us celebrate our children's success by attending our Student of the Month assembly on the second Monday of every month at 8:30 a.m. in the big gym.

We look forward to a great 2007-2008 school year and thank you for allowing us to be part of your children's life!

K-5th Grade

Kindergarten, Ms. Douglas: Autumn Buckley, Nick Christensen
1st Grade, Ms. Colvin: Jayden Blacketer, Apolinar Howell
2nd Grade, Ms. Perkins: Payton Palmer, Ryan Pool
3rd Grade, Ms. Bowen: Joanna Lindstrom, Hope Schaffer

4th Grade, Ms. Butler: Dylan Bisson, Kateri Whitehead
5th Grade, Ms. Rogers: Brittney Jordan-Goodell, Windy Hill

Middle School

6th Grade, Ms. Scott: Willie Johns, Savannah Worman
7th Grade, Ms. Rajput: Danielle Clark, Steven Lindstrom
8th Grade, Ms. McGraw: Kaylee Clark, Patrick Hansen

PE – K-12th Grade

Mr. Anderson and Ms. Marks: Legacy Mason – 1st Grade, Savannah Worman – 6th Grade

High School

Mr. Akiyama, Language Arts: Summer Burrus, Amanda Westfall
Mr. Ayala, Video Production: Chris Williams
Mr. Baker, Math: Chelsey Stewart, Kelsey Warren
Ms. Beckham, Title I/Poetry: Grady Thorpe
Ms. Craven, Social Studies: Jake Ueland, Mark Smith
Ms. J. Haxel, Science: Colby Archer, Loy Marthaller

Reminders

Veterans Assembly, Nov. 9, 1:30-2:30 p.m. in our big gym. Please come and help us thank our veterans for their dedication to our nation.