

NIKE JUST AVOID IT

Nike has been in the news lately for the controversy with their chosen spokesperson, but we would like you the membership to focus on the real issue with Nike.

Nike, today still uses sweatshops in third world countries to produce their products. They refused to sign the Bangladesh Fire and Safety Accord, which was an initiative to improve factory safety that was introduced after the death of over 1,000 workers when a factory collapsed.

A new Accord was signed this year by multiple companies; Nike refused to sign yet again. They also have shut their doors to inspections by the Independent Workers Rights Consortium, which is a monitoring organization working to combat sweatshops and protect the rights of workers who make apparel and other products. Yet, Nike has increased spending for advertising by 3 times for the use of "Professional Athletes" to promote their "Brand" while those that produce their "Brand" aren't afforded a livable wage.

An interesting statistic is if every person spent just \$3.33 on an American Made product, it would create 10,000 new jobs in the U.S. If builders used just 5% more materials from the U.S. it would create 220,000 jobs here. The point of this is the more we spend here on American products, the more pressure we put on these companies to bring jobs back and raise the livable wage for workers around the globe.

CONSUMER AFFAIRS COMMITTEE

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