



NATIONAL ASSOCIATION OF POLICE ORGANIZATIONS, INC.

Representing America's Finest

EXECUTIVE OFFICERS

September 4, 2018

MICHAEL McHALE
President
Florida Police Benevolent
Association

Mr. Mark Parker
Chairman, President and CEO
Nike World Headquarters
[REDACTED]

JOHN A. FLYNN
Vice President
Patrolmen's Benevolent
Association of New York City

Re: Colin Kaepernick and Nike's "Just Do It" Campaign

TODD HARRISON
Recording Secretary
Combined Law Enforcement
Associations of Texas

Dear Chairman Parker,

SCOTT HOVSEPIAN
Treasurer
Massachusetts Coalition
of Police

On behalf of the more than 241,000 law enforcement officers represented by our Association across the country, I write to you to condemn in the strongest possible terms your selection of Colin Kaepernick for Nike's "Just Do It" ad campaign. Mr. Kaepernick is known, not as a successful athlete, but as a shallow dilettante seeking to gain notoriety by disrespecting the flag for which so many Americans have fought and died.

MARC KOVAR
Sergeant-at-Arms
New Jersey State Policemen's
Benevolent Association

The inclusion of Mr. Kaepernick in Nike's "Just Do It" ad campaign also perpetuates the falsehood that police are racist and aiming to use force against African Americans and persons of color. In reality, officers across the nation risk their lives not only protecting the athletes featured in Nike's various campaigns, but also serve aspiring athletes across the country who use the Nike brand, through the thousands of Police Athletic Leagues, Boys and Girls Clubs and Big Brother/Big Sister programs where our officers donate their time and energy. They deserve to have the respect and full support of corporate citizens like Nike.

CRAIG D. LALLY
Executive Secretary
Los Angeles Police
Protective League

Adding to the insult is the image of Mr. Kaepernick from the campaign featuring the quote "Believe in something. Even if it means sacrificing everything." The fact that Mr. Kaepernick is no longer a starting NFL player does not equate to him being someone who has "sacrificed everything". To truly understand what it means to "believe in something" and "sacrifice everything", you should look to Arlington National Cemetery, or to the National Law Enforcement Officers' Memorial in Washington, D.C., or to the trauma unit of a military hospital. The brave men and women of every race and color buried there, memorialized there, healing there, believed in this nation and our flag and exemplify the true meaning of "sacrifice".

MARK YOUNG
Vice President,
Associate Members
Detroit Police Lieutenants &
Sergeants Association

JAMES PALMER
Parliamentarian
Wisconsin Professional Police
Association

WILLIAM J. JOHNSON, CAE
Executive Director and
General Counsel

In featuring Mr. Kaepernick in the "Just Do It" campaign, Nike grossly insults the men and women who really do make sacrifices for the sake of our nation. We are calling on all our member officers, their families and friends to join in boycotting all Nike products.

Sincerely,

Michael McHale
President