

October 1, 2009

Mark Parker
President and CEO
Nike, Inc.

1 page via fax: [REDACTED]

Dear Mr. Parker:

On behalf of PETA's more than 2 million members and supporters worldwide, I'm writing to express our deep concern about the fact that Nike has agreed to provide equipment to Michael Vick and may be on the road to a more extensive partnership with him despite his heinous crimes against animals and the massive public outrage that those crimes sparked.

When Nike agreed, following pressure from PETA and thousands of caring people nationwide, to terminate its contract with Vick in August 2007, our members and supporters wrote to us en masse to say that Nike had done the right thing. However, in the past few days, we have been flooded with calls and e-mails from countless outraged individuals who believe that *any* association, contractual or not, between Nike and a man who drowned, hanged, electrocuted, and broke the backs of dogs—and even laughed as he threw his family dogs into the ring with fighting dogs—is simply unacceptable.

No one wants to go out and buy the shoes that Michael Vick wore to illegal dogfights. But by providing Vick with equipment, Nike sends the message to consumers that its brand is synonymous with dog torture. PETA is calling on Nike to take a firm stance against cruelty to animals by stating publicly that it will no longer supply Michael Vick with equipment and that it will not enter into a contractual relationship with him in the future.

Please contact me at [REDACTED]. I look forward to your response.

Sincerely,



Ingrid E. Newkirk
President



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS