

1. National

Reporter Name: Allison Matyus

Publication: Digital Trends

Beat: consumer technology

Why would Matyus cover the release of the Nike Push Performance line?

Matyus has written a smart technology article on Nike within the last year.

Pitch:

Subject Line: Nike Unveils New Smart-Sportswear Line [Interview Offer]

Hey Allison!

Nike is entering the smartwatch and Bluetooth headphone game and our communications team wanted you to be one of the **first to know**. Nike Push (smartwatch) and Nike Push Pods (Bluetooth headphones) are set to hit the market **June 1**. Nike Push works in tandem with the Nike Training application to push the performance of dedicated athletes. The Nike Push Pods feature **innovative waterproof technology** that will change the way swimmers train.

I would love to set up an **interview** for you with our **Chief Technology Officer**, Skip Potter, in the coming weeks. I have copied the product line press release to the end of this email for your convenience. Please let me know if I can answer any further questions for you or help with coordinating an interview.

Mary Louise Long
Media Relations
Nike

Nike Unveils New Push Performance Line — Built for the Determined Athlete

Nike Push and Nike Push Pods will hit the market on June 1, 2020.

(PORTLAND, Ore. - Jan. 22, 2020) — Nike announces its release of the Nike Push Performance Line, a watch and headphone duo that will transform the way athletes train. The duo's compatibility with the Nike Training app encourages users to fully focus on their performance. Within the first **six** months of trials, athletes from the beta testing group saw their performance increase up to **80%**, with an average of **13.3% per month**.

"We are thrilled to offer the next step in technology through Nike's new Push Performance Line. My favorite part of the tech is that both Nike Push and Nike Push Pods are built for every athlete — including swimmers! Nike engineers have made this possible with new waterproof technology," said Skip Potter, Chief Technology Officer at Nike. "Several Beta users are calling the Push Performance line a breakthrough. The smart technology enables the watch to know you better than your mother. It knows your habits, it knows where you can improve, and the personalized workout plans keep athletes on track," he said.

Product Benefits:

- **Affordable.** Nike believes sports technology should be affordable. Nike Push retails for **\$150**. Nike Push Pods retail for **\$89**.
- **Push.** This duo is meant to push athletes' performance limits through compatibility with the Nike Training app. It's a personalized experience that tells you when it's time to take your workouts to the next level.
- **Innovative.** Nike is introducing new waterproof technology that allows aquatic athletes to track performance and listen to music while training.

The Push Performance Line is like nothing you've seen before. It's not meant to distract. It's meant to heighten every athletes' performance. By connecting to the Nike Training app, it knows your exact workouts. It knows how many calories you burn. Its technology tracks these stats to let you know when you can add more and push yourself further. It's for every athlete who wants to improve.

"From training for triathlons to running marathons since I was 14, I've always pushed myself to reach new limits. With age came work, kids and other responsibilities. I struggled to find a way to track my performance," said Carol

Jackson, 42, Triathlete, CEO of Plant a Tree. “The Push’s connection to the Nike Training app helps me monitor my heart rate, speed, workouts and allows me to know when it’s time to step it up a notch. The app knows me and my goals and helps me reach them,” she said.

Download Nike Training on [iOS](#) and [Android](#) devices today to preorder and to receive updates on launch details.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world’s leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment, accessories and smart technology for a wide variety of sports and fitness activities. Wholly-owned NIKE, Inc. subsidiary brands include Converse, which designs, markets and distributes athletic lifestyle footwear, apparel and accessories; and Hurley, which designs, markets and distributes surf and youth lifestyle footwear, apparel and accessories. For more information, NIKE, Inc.’s earnings releases and other financial information are available on the Internet at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com> and follow @NIKE.

2. Local

Reporter Name: Eder Campuzano

Publication: The Oregonian

Beat: Portland Public Schools

Why would Matyus cover the release of the Nike Push Performance line?

Eder has written several health and fitness stories regarding the Portland Public School system. Nike believes Eder would be interested in covering Nike gifting Portland Highschool student athletes of 2 years or more with GPA’s of 3.5 and higher, their very own Nike Push in order to help them continue to push the limits of their performance.

Pitch:

Subject Line: Nike Gifts Portland Student Athletes with New Nike Push Watch [Interview Offer]

Hello Eder!

With the release of the new Nike Push Performance Line our Community Impact team has partnered with the **Oregon School Activities Association (OSAA)** to reward outstanding student athletes. **The Push Program** will go live at the start of the **2020-2021 school year**. **High school students** who have completed **two consecutive years of high school sport** with a **cumulative GPA of 3.5 or higher** will receive a Nike Push Watch. Our hope is that our program will *push* students to stay active, while maintaining focused on their studies.

Jorge Casimiro, our **chief social and community impact officer**, would love to speak with you and answer any clarifying questions about the program. I can also coordinate **interviews** with willing athletes from a few of the participating schools. We currently know of **10 schools** signed on to participate in the Push Program.

I have copied the product launch press release for your convenience. As we approach the program launch **please feel free to reach out to me with any questions or assistance in reaching our Social and Community Impact team or any of the participating athletes.**

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List of 5 other reporters:

1. [Adam Kilgore](#), Washington Post
2. [Rae Witte](#), TechCrunch
3. [Julian Chokkattu](#), Wired
4. [Jessica Leigh Mattern](#), People Magazine
5. [Elle Hunt](#), The Guardian