

Nike Made to Play Teams up with Simidele Adeagbo to Get Girls Moving

SOWETO, JOHANNESBURG [AUGUST 31, 2018]

Nike's Made To Play campaign teamed up with Olympian Simidele Adeagbo for a special programme in celebration of Women's month in South Africa.

Nike and Adeagbo joined forces to get girls moving through Adeagbo's signature leadership and sports master class. The master class inspires girls, builds their leadership skills, and is designed to make a difference in their lives through the power of sport. Adeagbo launched the master class in Nigeria in June 2018 and has now expanded the programme's footprint to South Africa, with 200 girls participating across the continent to date.

On Friday, 31 August 2018, Adeagbo joined 100 girls from four Soweto Primary Schools (Batsogile Primary, Lulama Primary, Motjoli Primary and Nkhohli Primary) to motivate them to dream big and enjoy sports.

"It's been a pleasure to bring my signature leadership and sports master class to South Africa and to these amazing learners in the iconic township of Soweto," says Adeagbo. "I'm honoured to close the celebrations for Women's month through the power of play and sport. The future is female and African and I'm incredibly grateful to have the opportunity to help girls realise their full potential," said Adeagbo.

"We believe in the power of play and sport to give girls an opportunity to unleash their inner potential," says Claire Richter, Nike South Africa Community Impact Manager. "The Nike Made to Play programme encourages youth to participate in sports so that they can lead healthier, happier and more successful lives. Simi is testament to this success and we are thrilled that she was able to inspire the girls in our programme with her unique and powerful story."

Find out more about Nike's commitment to get kids moving and provide opportunities for equal playing fields for all. nike.com/communityimpact

NOTES TO EDITOR: ABOUT NIKE MADE TO PLAY & SIMIDELE ADEAGBO

About Nike Community Impact

Nike believes in the power of sport to unleash human potential and build community. Nike fuels this belief through Made to Play, their commitment to getting kids moving through sport and play so that they can lead healthier, happier and more successful lives. Together with community partners and their employees around the world, they're getting more than 16 million kids playing, running and jumping their way to a brighter future.

About Simidele Adeagbo:

Simidele Adeagbo blazed an unconventional path, making Olympics history at the 2018 Winter Games by becoming the first Nigerian Winter Olympian and the first African and Black woman to compete in the sport of Skeleton at the Winter Olympics. Adeagbo, also a business leader at Nike Inc., is an advocate for women and girls. She's an ambassador for Malala Fund, the organization founded by girls' education activist and Nobel laureate, Malala Yousafzai. She was also recently selected for the inaugural class of the Obama Foundation Leaders: Africa Program.

Adeagbo conceptualized the *SimiSleighs Leadership and Sports master class* through her first-hand experience of the power of sport as a unifying and transformative force to inspire youth, build communities and create social change. Through the master class, she aims to unlock the power and potential of Africa's youth. Her model is grounded in providing girls with access to quality development programs and positive role models to inspire them. Adeagbo plans on scaling and amplifying the effect through partnerships with grassroots organizations that understand the challenges in their communities and are driving innovative solutions to make an impact in girls' lives.

Download pictures from the Master Class (August 31st, 2018) here:

<https://drive.google.com/drive/folders/1wrme7IQMRC3sYATdTU1HoE-tRmwpgCG?usp=sharing>

Read more about her here: <https://www.simisleighs.com>

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