



For Immediate Release

## JORDAN BRAND AWARDS \$1 MILLION TO AMERICA'S UNSUNG EDUCATIONAL HEROES

*Jordan Fundamentals Grant Program Gives Annual Grants to Teachers Nationwide*

BEAVERTON, OR (14 NOVEMBER 2008) – **Jordan Brand**, a division of Nike, Inc., today announced that through its Jordan Fundamentals Grant Program it is recognizing close to 300 educators nationwide for their outstanding achievements and contributions in the classroom. This year, the Jordan Fundamentals Grant Program will award \$1 million in total grants for the 2008-2009 school year to aid teachers working in grades K-12 in underserved communities. These grants provide the resources necessary for instructional creativity and enhance curriculum development.

"Jordan Fundamentals was designed to honor educators across America by providing financial support to their schools," says Keith Houlemard, Jordan Brand President. "Our committed educators pave the way for the future of this country due to their unwavering commitment to their students and their communities by providing the best education possible to every student that enters their classrooms."

The Jordan Fundamentals Grant Program acknowledges and provides financial support to teachers who endeavor to overcome challenges and limited resources in order to achieve excellence through instructional creativity, innovative teaching and high learning expectations for students. Since 1999, the Jordan Fundamentals program has presented more than \$9 million in financial aid to public secondary school teachers where at least 50 percent of the student body population is eligible for the free or reduced lunch program.

"Jordan Fundamentals allows teachers the opportunity to bring fresh ideas and innovative programs into the classrooms," said Tim Anderson of Chicago's May Community Academy and 2008-2009 Jordan Fundamentals grant recipient. "It is through these grants that we can inspire children to awaken their appetite for learning by gaining access to books, supplies and resources that have previously been out of reach to these deserving children."

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www.bright.com

For the list of grant recipients and more information about the Jordan Fundamentals program, please visit [www.jordanfundamentals.com](http://www.jordanfundamentals.com).

**About Jordan Brand**

A division of NIKE, Inc., Jordan Brand is a premium brand of footwear, apparel and accessories inspired by the dynamic legacy, vision and direct involvement of Michael Jordan. The Jordan Brand made its debut in 1997 and has grown into a complete collection of performance and lifestyle products for both men and women. The Jordan Brand remains active in the community by donating a portion of its proceeds to Jordan Fundamentals, an education grants program for teachers.

For more information on Jordan Brand, visit [www.Jumpman23.com](http://www.Jumpman23.com).

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