

# Nike Backlash?

By CHRISTIAN HILBERT

Nike has been facing backlash in the past weeks due to a recent advertisement. While nothing in the advertisement may appear offensive, many people have been calling out the company via social media, saying that with this ad, Nike is taking a political stance, a stance which is nationally controversial.

In recent years Colin Kaepernick has been known as the man who kneels during the national anthem, more so than he is recognized for his athletic accomplishments. In an interview, Kaepernick said, "I am not going to stand up to show pride in a flag for a country that oppresses black people and people of color," Kaepernick told NFL Media in an exclusive interview after a game. "To me, this is bigger than football, and it would be selfish on my part to look the other way. There are bodies in the street and people getting paid leave and getting away with murder."

Those who do not support Kaepernick's actions have been boycotting Nike, and in some cases burning, throwing out their Nike products. To add to the chaos surrounding Nike, their stock has fallen roughly 3.2 percent as of the Tuesday following the release of the advertisement. Kaepernick has been a Nike sponsored athlete since 2011, but this is the first time that Nike has been tied into the Kaepernick controversy.

While he is currently not signed with any professional sports teams, Nike has publicly supported his actions and ideals by releasing a statement saying, "The social justice issues that Colin and other professional athletes have raised deserve our attention and action ... We embrace the role and responsibility of everyone involved with this game to promote meaningful, positive change in our communities."

Despite the backlash, Nike's critical demographic (those ranging in age from 18-34) have in majority supported this ad as it appeals to the millennial culture and their ideals. The few who have taken serious steps towards boycotting Nike far under way those who support it, and in recent days, Nike has been increasing stock value following the initial blow, closing at an all-time high on September 13th with prices at \$83.43 per share, with online sales also hitting an all-time high.

While those who do not agree with the choice Nike made have expressed their disagreement publicly, it is only helping the younger demographic gain support for Nike. From an overall standpoint, the advertisement has been good for Nike, increasing sales, stock, and social media following, while spreading awareness for Kaepernick's cause, as well as showing where Nike stands in recent political disputes.



High school and college students are most susceptible to driving drunk and/or high on marijuana because their brains are not fully developed yet, impairing decision making before and after intake of mind-altering substances.

# Instagram Fitness

By ROC REPOLA

Do you follow them? Do you aspire to be one? Being an Instagram model, or a fitness model, is a big deal in this day and age.

An Instagram model named Katie Summers was driving home one night after drinking and smoking marijuana with friends, when she hit and killed a 31-year old father named Leonel Birrueta, who was riding his moped home from work.

After hitting the victim, she did not stop to see if he was okay and instantly fled the scene. Soon afterward, police officials found Summers in a parking lot nearby.

Today in our society, drinking and driving is more serious than it was a generation or two ago, and is

something that is not talked about enough.

The best defense is not to drink until you are 21 years old. Your brain is more developed at this age and you are more capable of making more mature decisions.

However, if you plan on going out with friends to drink, you need to have a safe place to stay or have a designated driver (someone that does not even have one sip of alcohol or any cannabis). If you know of someone that is driving impaired, alert someone right away to stop them, even if it is the authorities. A DUI is a lot less of a punishment than killing someone, or yourself. Just ask Katie Summers.



