

# MAYOR'S FUND TO ADVANCE NEW YORK CITY

MICHAEL R. BLOOMBERG  
MAYOR, CITY OF NEW YORK

ROB SPEYER  
CHAIR, BOARD OF ADVISORS

MEGAN SHEEKEY  
PRESIDENT

**FOR IMMEDIATE RELEASE**  
**December 14, 2012**

## **NIKE SUPPORTS NEW YORK CITY RELIEF EFFORTS WITH \$1 MILLION IN IN-KIND DONATIONS**

*NIKE, Inc. Donates Footwear, Apparel, and Equipment to Assist New York City's Relief Efforts*

The Mayor's Fund to Advance New York City announced today that NIKE, Inc. donated 70,000 units of footwear, apparel and equipment valued at \$1 million for hurricane relief efforts. In partnership with the New York City Department of Youth and Community Development, the products are being distributed in coordination with community-based organizations located in storm-affected areas in New York City.

"Great partners like NIKE help the City maximize resources and enhance its ability to meet immediate needs of New Yorkers," said Megan Sheekey, President of the Mayor's Fund to Advance New York City. "We are very appreciative of NIKE's contributions and for their efforts to assist recovering communities."

"NIKE has been a tremendous partner to DYCD for more than five years, bringing valuable resources to our youth and community programming citywide. We are delighted, but not surprised, to know that they are committed to New Yorkers in tough times as well," said DYCD Commissioner Jeanne B. Mullgrav. "On behalf of our community-based providers and the families they serve, we are extremely grateful for NIKE's generous donation."

The Mayor's Fund to Advance New York City, a 501(c)(3) nonprofit organization dedicated to innovative public-private partnerships and programs for the City of New York, is accepting financial donations to support hurricane relief efforts. One hundred percent of donations are being dispersed to relief efforts and organizations. Grant funds have helped to support the supply and transport of emergency needs including hot food, toiletries, baby supplies, cleaning materials, warm clothing and medications to communities hit hardest by the hurricane. The Mayor's Fund is also committed to longer-term rebuilding and restoration efforts including assistance for displaced families, schools, small businesses, nonprofit organizations, parks and other impacted groups. In addition to securing in-kind donations, the Mayor's Fund has raised more than \$45 million to aid the City's recovery and restoration projects.

For more information on the Mayor's Fund to Advance New York City visit [www.nyc.gov/fund](http://www.nyc.gov/fund) and to donate:

- **Text:** NYCFUND to 50555 to donate \$10 using your mobile phone.
- **Online:** [www.nyc.gov/fund](http://www.nyc.gov/fund)
- **Call:** 212-788-7794
- **Mail:** make check payable to Mayor's Fund to Advance New York City, 253 Broadway, 8th Floor, New York City, New York 10007 (note: NYC Hurricane Relief)

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