



# A LETTER FROM OUR ATHLETES



Looking back, it all started with love.

Love for smashing aces on the court, drilling crosses on the pitch, parrying strikes on the piste, running circles around the boys. Love for the two-a-days, three-a-days. Love for the big moments and bright lights, but also the solo sessions, the hard days, the grind.

That passion is what drives you to break records and win championships. It's also what leads you to realize: *this journey is bigger than you.*

Because let's be real – as women and as athletes, so much of this wasn't built for us. Not the institution of sport, and not the system and structure of society. As athletes and as women, our only playbook has been to *be* the change we want to see.

A Black girl from Compton who doesn't fit the sport? Don't just break the mold. Change the sport – on your way to changing everything.

A champion becoming the world's fastest mother? Nurture what's next – and redefine the meaning of legacy.

A soccer player claiming her space with every play? Build a platform to fight for everyone to win.

A trailblazer on the court who inspires a nation? Show every girl watching: no dream is out of reach.



Shelly-Ann Fraser-Pryce



Ada Hegerberg



Li Na



Megan Rapinoe



Bebe Vio



Serena Williams

A fencer facing odds others call impossible? Prove what's possible when you begin with belief.

A footballer writing history on the world stage? Shine a light for the next generation.

In our whole careers, in our whole lives, we haven't waited on change. We set out to create it. And when it comes to the biggest challenges of our time, that is the spirit we want to bring.

Whether it's advancing equity for women and girls, fighting climate change or uplifting our communities, we can't just wait. We can't just hope. We all have a part to play in creating a better world, and that's why it means so much to share this journey with NIKE, and with all of you.

The truth is, it hasn't been easy. Moving the world forward doesn't happen overnight. As women and as athletes, we've pushed to be seen and heard. We've raised our voices to help drive that change, and NIKE, you've been there to listen and evolve with us.

More than anything, what our journey has shown is that real innovation and lasting impact happens when we create a new playbook together – one built on engaging more deeply, championing women more meaningfully and expanding opportunity for generations to come.

So, to the changemakers out there: No matter where your journey takes you, our wish for you is to hold on to why you started. We see you, we hear you, we believe in the fire you have inside you.

We can't wait to see the future you will create.

Love,