



Are you ready to learn the truth
Behind the Swoosh?

Jim Keady presents

Behind the Swoosh



If you've heard anything about the Nike sweatshop issue, there's a good chance it is because of **Jim Keady**.

Keady first gained national attention in 1997 while an assistant men's soccer coach at St. John's University (NYC), the NCAA Division I defending national champions. The school was negotiating a \$3.5 million dollar endorsement deal with Nike. Keady was writing a paper for his graduate degree in theology about Nike's labor rights abuses. His two worlds of sports and theology came crashing together – and it changed his life forever.

Keady refused to wear the Nike gear because he believed Nike was blatantly exploiting the poor. He ferociously contested the school's involvement with the sportswear giant sparking one of the hottest debates in campus history. Eventually he was given an ultimatum, "wear Nike and drop this issue, or resign." Keady resigned in protest – but he was not done there. He would eventually move to Indonesia to live with Nike factory workers, attempting to survive on their sweatshop wages in a rat-infested, 9x9 cement box in the outskirts of Jakarta.

Keady's stand of conscience has led him on a twenty-year odyssey from the slums of Southeast Asia, to the boardrooms at Nike's global headquarters, to the classrooms of more than 500 campuses across the United States.

Keady's research is meticulous. His activism is fearless. His passion to change the world is nothing short of inspiring.