



Further Information

NikePlus Membership Offerings

NikePlus Members have access via the free service to:

- Members-only reserved product and early access to new styles
- Priority access to events and experiences
- Expert guidance and advice (access to Nike trainers, coaches and content that makes you a better athlete)
- Perks from Nike partners like Headspace and PureGym
- Quick and easy shopping (free shipping, express checkout, store-to-door delivery and member-only opening hours, plus VIP treatment.)

Helpful Links

NikePlus membership

news.nike.com/news/nikeplus-unlocks-membership-benefits

news.nike.com/news/nike-nyc-nikeplus-member-benefits

news.nike.com/news/nikeplus-membership-benefits

fastcompany.com/90396588/qa-with-mark-parker-ceo-of-nike-the-2019-design-company-of-the-year

businessinsider.com/nike-announces-climate-change-sustainability-campaign-move-to-zero-2019-9?international=true&r=US&IR=T

Nike x Womens sport

news.nike.com/news/rosemary-st-clair-nike-womens-sport-dream

Sport England helpful links

sportengland.org/research/understanding-audiences/sport-and-women/

sportengland.org/media/10083/insight_go-where-women-are.pdf

sportengland.org/our-work/women/helping-women-and-girls-get-active/

womeninsport.org/research-and-advice/our-publications/changing-game-girls

youthsporttrust.org/girls-active

Gen Z – who are they?

wearesocial.com/uk/blog/2019/03/gen-z-study-what-brands-need-to-know