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To Whom It May Concern  
Nike European Headquarters  
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## LETTER OF CONCERN

On May 22, 2015 there was an important public sports event in Vilnius using the brand named of the DNB and –Nike: DNB | NIKE WE RUN VILNIUS <http://werunvilnius.lt/>.

This year at the finish of the run all participants, including children, were awarded a partner gift – a can of a non-alcoholic beer produced by the beer company controlling nearly half the Lithuanian beer market.

Nordic Alcohol and Drug Policy Network (NordAN) together with National Tobacco and Alcohol Control Coalition (Lithuania) consider this as an audacious and unethical marketing of an alcohol brand to children and youth – and in addition at a sports event.

Research confirms that children in Europe are already exposed to unacceptable levels of alcohol advertising. There is enough scientific evidence that exposure to alcohol advertising reduces the initiation age in young people and increases consumption among those who already drink. Exposure to alcohol advertising, owning tokens and things with names of alcohol brands increases the likelihood of harmful consumption in children and young people. Lithuania ranks third in the world for per capita alcohol consumption and experienced at least 215 million euro harm due to alcohol in 2010. Marketing to children and linking alcohol to health and sports is prohibited, still the alcohol industry is cynically circumventing this protective measure by advertising beer as a non-alcoholic drink.

Nike as the world's leading brand associated with sports and fitness activities, social responsibility and positive impact on public health, should not be abused in alcohol industries promotional games.

Therefore we ask to investigate and inform us if distribution of non-alcoholic beer during DNB | NIKE WE RUN VILNIUS does not breach Nike Corporate Ethical Standards and Social Responsibility Strategy regarding alcohol, sports and children.

In 2014 NordAN has adopted a policy paper<sup>1</sup> focusing on a vision of Nordic and Baltic region free from alcohol advertising. We invite you to help us implement it and kindly ask Nike Inc. to stop cooperating and partnering with alcohol producers in all events, including sports events that Nike Inc. funds, organizes or contributes to. Corresponding letter of concern has been sent to DNB.

Yours sincerely,

Peter Allebeck,  
president, NordAN

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<sup>1</sup> [http://nordan.org/wp-content/uploads/2015/03/Nordanpolicy\\_advertising\\_2015.pdf](http://nordan.org/wp-content/uploads/2015/03/Nordanpolicy_advertising_2015.pdf)

*NordAN was established in September 2000 as a network of non governmental, voluntary organizations who all worked to reduce the consumption of alcohol and other drugs and who supported a restrictive alcohol and drug policy and who did not receive contributions from the commercial alcohol industry. Acting on these principles NordAN today have grown to have 90 non-governmental, voluntary member organisations in all the eight Nordic and Baltic countries (Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), all active in the alcohol and drug field.*