

**SNEAK PEEK
@ SNEAKERS**

NIKE



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Mitchell Lane

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**SNEAK PEEK
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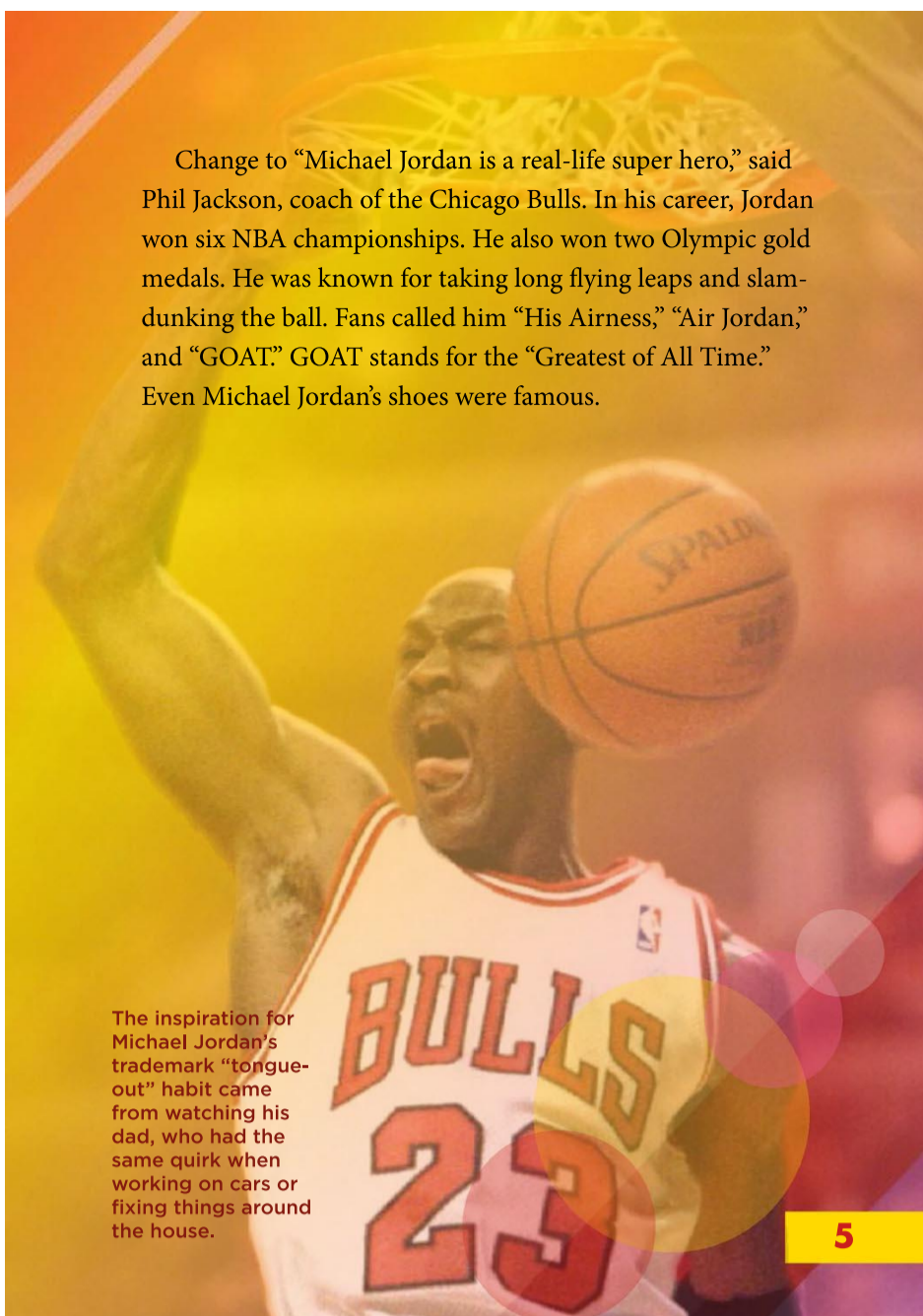
chapter 1

AIR JORDAN

The seconds ticked away as Michael Jordan dribbled down the basketball court. He was exhausted. His team was losing the NBA Championship game. With six seconds left in the game, Jordan saw his chance. He jumped and let the basketball fly. It arced over the other players, spun toward the basket, and swished through the net. The Chicago Bulls won the championship title!

Change to “Michael Jordan is a real-life super hero,” said Phil Jackson, coach of the Chicago Bulls. In his career, Jordan won six NBA championships. He also won two Olympic gold medals. He was known for taking long flying leaps and slam-dunking the ball. Fans called him “His Airness,” “Air Jordan,” and “GOAT.” GOAT stands for the “Greatest of All Time.” Even Michael Jordan’s shoes were famous.

The inspiration for Michael Jordan’s trademark “tongue-out” habit came from watching his dad, who had the same quirk when working on cars or fixing things around the house.



chapter 1

When Jordan started playing in the NBA, Nike designed bright red and black basketball shoes for his size 13 feet. People called them “the devil’s shoes.” The NBA said they were illegal. They weren’t white like other basketball shoes. They fined him \$5,000.00 every time he wore them in a game. Jordan wore the shoes anyway. They became a symbol of rebellion, power, and success. Kids wanted to wear them too. In 1985, Nike released a red and black sneaker called the Air Jordan 1. Its **logo** pictured Jordan jumping through the air with the ball. Fans bought 1 million pairs in a single month.



NBA basketball legend Michael Jordan wore this signed pair of Nike Air Jordan 1 in his rookie season.

Air Jordan

Many years before athletes started wearing high-tech, flashy sneakers, shoes were simple. They protected people's feet from hot sand, snow, rocks, and sticks. And they weren't always comfortable. Right and left shoes were the same shape. People stuffed grass in the bottom for cushioning. Some of the first athletic shoes were made from rubber and a thick fabric called canvas. In winter, the rubber soles froze and cracked. In summer, they melted into sticky globs. In 1839, American inventor Charles Goodyear created a stronger, more flexible rubber by mixing rubber with different chemicals. Goodyear named it **vulcanized rubber**, after Vulcan, the Roman god of fire.





Rubber-soled shoes soon became popular. They were called “sneakers” because the soles were so quiet. People could sneak up on each other. Today, more people wear sneakers than any other type of shoe. Nike sells 25 pairs every second!

FAST FACT:

The world’s oldest running shoe—made 160 years ago—is a stiff leather dress shoe with two thick metal spikes hammered into the toe and heel.