

FOOT LOCKER, INC.

Basketball's Sneaker King, P.J. Tucker, Singer, Pia Mia and Actor, JD McCrary, Join Forces in Newest Edition of Foot Locker's Discover Your Air Campaign

June 19, 2019

New creative celebrates the lengths sneakerheads will go 'Because Sneakers'

NEW YORK, June 19, 2019 /PRNewswire/ -- To celebrate the impressive extremes that sneakerheads and basketball fans alike will go to get the kicks they've been dreaming of, Foot Locker released "[The Letter](#)," a comedic TV and digital spot that showcases just how far someone will go to get their hands on a coveted pair of Nike Air Max shoes.

The campaign launches today online, followed by the TV spot airing on ESPN during the live broadcast of the NBA Draft on June 20, 2019. The ultimate sneakerhead, Houston Rockets forward, P.J. Tucker, singer and model Pia Mia, and actor JD McCrary star in the spot alongside a plethora of Nike Air Max silhouettes, ranging from the Air Max 95 to Air Max Plus as they fulfill what they believe to be a budding sneakerhead's dreams, with a humorous twist.

"Everything we do at Foot Locker we do Because Sneakers, and we know our customer's every impulse and motivation revolves around their love of sneaker culture," said Patrick Walsh, Vice President of Marketing, Foot Locker North America. "Because Sneakers represents a shared belief and comes to life in this spot as we see a young sneakerhead go to extreme lengths to convince real-life stars to aid in his quest to secure coveted sneakers."

"Anyone who knows me, knows that sneakers are in my DNA, so of course I'm excited to be working with Foot Locker as part of their 'Discover Your Air' campaign," said Tucker. "Whether you're on or off the court, you always need to bring your A-game when it comes to style, and I know all too well what it's like to chase those elusive kicks."

The full collection of Air Max silhouettes featured in *The Letter* is available on [footlocker.com](https://www.footlocker.com), at Foot Locker stores around the country and through shoppable Instagram posts.

Created by worldwide agency BBDO, the campaign can be viewed on [YouTube.com/footlocker](https://www.youtube.com/footlocker) and on [Instagram.com/footlocker](https://www.instagram.com/footlocker). For more information on the campaign, visit [footlocker.com/discoveryourair](https://www.footlocker.com/discoveryourair).

About Foot Locker

Foot Locker, a part of Foot Locker, Inc. (NYSE: FL), is a leading global retailer of athletically inspired shoes and apparel. Headquartered in New York City, the company operates approximately 3,220 athletic retail stores in 27 countries, as well as websites and mobile apps, under the brand names Foot Locker, Champs Sports, Eastbay, Kids Foot Locker, Footaction, Lady Foot Locker, Runners Point and Sidestep. With its various marketing channels and experiences across North America, Europe, Asia, Australia and New Zealand, the company's purpose is to inspire and empower youth culture around the world, by fueling a shared passion for self-expression and creating unrivaled experiences at the heart of the sport and sneaker communities.

Additional information may be found at [footlocker.com](https://www.footlocker.com) | Instagram: [@footlocker](https://www.instagram.com/footlocker) | Twitter: [@footlocker](https://twitter.com/footlocker) | YouTube: [youtube.com/footlocker](https://www.youtube.com/footlocker) | Blog: unlocked.footlocker.com | Facebook: [facebook.com/footlocker](https://www.facebook.com/footlocker) | App: [iOS](#) and [Android](#)



SOURCE Foot Locker, Inc.

Sarah Houseknecht, Foot Locker, shouseknecht@footlocker.com, 212-720-4186