



## TEAM SWEAT – ORGANIZING A DEMONSTRATION

### DEMO THEME

A Candlelight vigil to pray for Tiger Woods to visit Nike's workers in Indonesia

### DEMO CHECKLIST

1. Pick a date and time for the action.
2. Have each member of your organizing committee make a list of 10–20 people they will ask to come to the action.
3. Pick a deadline by which committee members should contact the people on their lists.
4. Get a permit from the local police/campus police department for the action. This is necessary if your action is going to block a sidewalk or street and/or if you are going to be using a sound system.
5. Get a small stage and podium.
6. Get a sound system.
7. Write a media advisory for the event. See the sample advisory I have included below.
8. Develop a list of local press contacts (print, radio, television) and send the media advisory to these contacts.
9. Design and print 500 flyers to be handed out during the action. Below I have included copy and given a website for photos for you to put in the flyer.
10. Get a line up of speakers for the action. People to consider: a sister, brother, priest, or minister to offer the opening prayer; students who have joined Team Sweat and want to share why they care about this issue; local elected officials; school officials or faculty.
11. Conduct outreach to high school and college students and church and community groups in the area that may want to participate.
12. Print 1000 postcards for people to sign and send to Tiger Woods.
13. Get an adequate supply of candles and candle holders and people to distribute the candles to people at the start of the demonstration.
14. Make posters to get the attention of passersby around the theme: "Tiger Woods, Nike's workers are asking for your help. Please go listen to them."



## **MEDIA ADVISORY**

Contact: Joe Hawk  
610-660- 1234 (h)  
610-660-4321 (c)

### **SJU Students to Hold Candlelight Vigil to Pray for Tiger Woods' Help in Ending Nike's Sweatshop Abuses**

(Philadelphia, PA – September 2008) Students at St. Joseph's University have planned a candlelight vigil to pray for Tiger Woods' help in ending Nike's sweatshop abuses. The vigil will take place at The Chapel of St. Joseph at 7pm on September 30<sup>th</sup> on the university campus. Students are taking this action in conjunction with Team Sweat, an international coalition of consumers, investors and workers committed to ending the injustices in Nike's sweatshops around the world ([www.teamsweat.org](http://www.teamsweat.org)).

“It is clear from the current research that Nike is still exploiting workers in their overseas plants and we believe that Tiger Woods, the highest paid Nike endorsee, has a moral responsibility for what goes on in those factories,” said Joe Hawk, one of the students organizing the event. “We are simply going to pray for Tiger to act responsibly.”

According to Team Sweat, workers producing Nike's products in Indonesia still struggle to afford the most basic of human needs, despite the fact that Nike generated \$16.3 billion dollars in profits in 2008. If one compares the earnings of the golf star Woods and a line worker in Indonesia, what Woods makes in one round of golf wearing Nike's products would take a worker 9.5 years to earn making Nike's products.



## INFO FOR FLYERS

PHOTOS OF TIGER WOODS FOR THE FLYERS CAN BE FOUND AT:

[http://www.daylife.com/topic/Nike%2C\\_Inc./photos/all/21](http://www.daylife.com/topic/Nike%2C_Inc./photos/all/21)

FACTS FOR THE FLYERS ABOUT TIGERS WOODS:

Tiger's Endorsement Contract with Nike

Per Year = Rp 188.000.000.000

Per Month = Rp 15.666.666.666

Per Day = Rp 522.222.222

Per Hour = Rp 21.759.259

Per Minute = Rp 326.654

Per Second = Rp 6.044

What Tiger Woods makes in one round of golf wearing Nike's products would take a worker 9.5 years to earn making Nike's products.

Nike's 2008 Gross Profits = \$16.3 Billion Dollars

Workers want Tiger Woods to visit them in Indonesia so he can see the conditions in which they live and work.

Tiger has a \$100 Million Dollar contract with Nike. He has a moral responsibility to the workers that generate Nike's wealth.

Learn more and join the fight at [www.teamsweat.org](http://www.teamsweat.org).