



---

April 3<sup>rd</sup>, 2010

To:

Philip H. Knight  
Chairman of the Board of Directors

Mark G. Parker  
President and Chief Executive Officer

Jim Godbout  
VP and GM, Nike Japan

Nike World Headquarters  
One Bowerman Drive  
Beaverton , OR 97005  
E-mail: info@nike.com

Mayor Toshitake Kuwahara  
Shibuya City Office  
1-1 Udagawa-cho, Shibuya-ku, Tokyo 150-8010  
Phone 03-3463-1234 ext.2454 - 7  
E-mail: mayor@city.shibuya.tokyo.jp

NIKE CORPORATION (World HQ)  
Phone: 1-503-671-6453, +1 503 671 2635,  
Email: info@nike.com

CC:

His Excellency  
Prime Minister Yukio Hatoyama  
Cabinet Office, Government of Japan  
1-6-1 Nagata-cho, Chiyoda-ku,  
Tokyo 100-8914, Japan.  
Tel: +81-3-5253-2111  
kantei@mmz.kantei.go.jp

Embassy of Japan  
2520 Massachusetts Ave NW  
Washington, DC 20008  
jicc@embjapan.org

**Re: Abandon the plan to convert Miyashita Park to Nike Park**

Dear Messrs Knight, Parker, Godbout and Mayor Toshitake Kuwahara,

I am writing to you on behalf of the International Alliance of Inhabitants (IAI), an international network of social organizations (inhabitants' associations, tenants' unions, homeless and poorly sheltered people's committees, housing cooperatives and social centres, volunteers' and migrants' associations), which for many years has been committed to the defence of housing rights 'without frontiers'.

Since my organization received very disturbing information from Japanese mass media and civil society organizations such as NOJIREN (Shibuya Free Association for the Right to Housing and Well-being of the Homeless) and the much larger Coalition to Protect Miyashita Park, I am writing to express our deep concern over that Nike and Shibuya City are reviving their plan to convert the world renown public Miyashita Park to a commercial one to be named Nike Park.

o/o

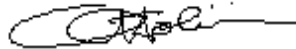
For Nike this means more profits and advertisement sites and for the City government more revenues. For the ordinary citizens of Japan, especially those in Shibuya and other parts of Tokyo, deprivation of a traditional place where they can relax and exercise their rights to expression and assembly and where the homeless can take shelter. This serves as another terrible example of Nike's unbridled quest for profits, even if it involves converting a public park to a commercial one. The city government should seriously reflect on its values: more revenues even at the expense of the citizenry's rights, especially the poor. Apparently the city government does not share what Japan's new Prime Minister Yukio Hatoyama said repeatedly in his 29 January 2010 policy speech before the Diet : "I want to protect people's lives." The Nike-Shibuya City plan puts profits over people's lives and rights. It is just one more profits-above-all venture that does not subscribe to the Prime Minister's stirring call at the end of his speech: "Let us make the twenty-second year of the Heisei era (2010) the year of a new start for Japan."

The plan was supposed to have been implemented in September last year but did not push through because of strong public opposition. We had hoped that Nike and the city government had come to realize the folly of their plan and to appreciate the poor people's and public's insistence on their rights.

**Gentlemen, expressing our solidarity with the organisations supporting the struggle, we strongly recommend that the plan to convert Miyashita Park to Nike Park be completely and immediately abandoned.**

I look forward to your response.

Respectfully yours,



Cesare Ottolini  
coordinator of International Alliance of Inhabitants