

BEHIND THE SWOOSH

SWEATSHOPS AND SOCIAL JUSTICE



An **EDUCATING FOR JUSTICE**

LECTURE PROGRAM

featuring

JIM KEADY

The debate about sweatshops has been raging for years on U.S. college campuses. But what is it like to live on a sweatshop wage in a developing country?

Jim Keady found out.

Keady spent one month in an Indonesian slum living with Nike factory workers on \$1.25 a day, a typical wage paid to the workers.

In **BEHIND THE SWOOSH: Sweatshops and Social Justice**, Keady shares his stories of living with Nike's factory workers and his decade long effort to end sweatshop abuses. He also shows audience members what they can do to get involved and join this fight for justice.

This interactive multi-media event includes role-playing, powerful video footage, and a question-answer period.

For booking information, contact:

The Contemporary Issues Agency

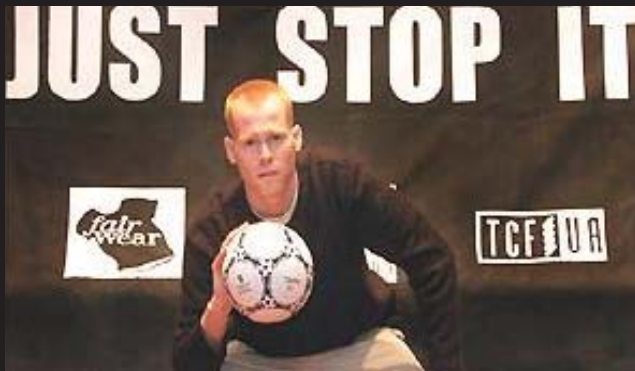
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WHO IS JIM KEADY?



Jim Keady is a nationally renowned educator and speaker in the area of social justice. Jim has spoken across the United States and at international venues to thousands of interested audience members. He has been sought out by members of the U.S. Congress, as well as various university administrators, religious and union leaders and student groups to offer his personal and professional experience and critiques on the issues of sweatshops, globalization and social justice.

Jim was a soccer coach with the St. John's University Red Storm, the NCAA "Division One" National Champions, when he stood up against Nike and their sweatshops and lost his job for doing so. Since then, he has made ending sweatshop labor his life mission.

- He lived with factory workers in an Indonesian slum, trying to survive on their wage of 23 cents an hour and documented what their lives are really like.
- He traveled the United States with his "Behind the Swoosh" lecture to more than 300 campuses, educating tens of thousands of students about the issue.
- He has taken part in grass roots campaigns and demonstrations on three continents that were focused on raising consumers' awareness about Nike's sweatshops.
- He visited Capitol Hill to brief members of Congress and their staff about Nike's operations in Southeast Asia.
- He is currently Producing and Directing a feature documentary film about Nike's operations in Indonesia called SWEAT.
- He conducted multiple research trips to Indonesia to learn first hand about Nike's overseas operations.
- He has met with Nike executives at every level, from retail store managers all the way up to Nike's founder and Chairman, Phil Knight.
- He researched conditions for workers that produce for Adidas, Reebok, the Gap, Old Navy, Tommy Hilfiger, Polo, Lotto, Fila, Levis, and Puma and he collaborated with colleagues that have done research on dozens of other major brands.

What are people saying about "Behind the Swoosh" and Jim Keady?

"We had about 150 people there and they stayed for the duration of the presentation. Many of them seemed motivated to take action, so we are trying to set up some reflection sessions to talk about the issue further. Jim did an awesome job and was very engaging! He got some local press coverage. Thanks!"

Jennifer - Walsh University, OH

"Once again, thank you! Your presentation at John Carroll University last week was unbelievable! I have been to many a talk and presentation on justice issues and this was one of the best - truly very professional, organized and touching. Thanks again - you were so inspiring."

Pat K. - John Carroll University

The program was excellent! Jim did a wonderful job. Everyone on campus who attended really enjoyed the program."

Sherilyn - Slippery Rock, PA

"Wow! What a presentation. I knew and heard that it was good, but had no idea the impact it would have on myself and hopefully the others that were present. Besides the incredible message, I was so impressed with Jim. My 10th grade son was there and I was so happy for him to see such a role model. There was Jim, this handsome, athletic, well spoken, intelligent young man that took a stand for what he believed in - the rights and dignity of others. I personally can't think of anyone else that my son has met that has done anything like that. What an opportunity for him. I am spreading the word!"

Jennifer B. - Archdiocese of Philadelphia



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