

**NIKE?..!**

**What does  
it mean  
to thee?**



**1964 – Blue Ribbon Sports**

**1978 – Nike**

**Bill Bowerman and Phil Knight**

**40+ Billion in Revenue**

**World leader in sports related categories**

**SWOOSH**

# RETHINK NIKE?

**Greek Goddess in Greek mythology**

**Symbol – Golden sandals, wings, wreath**

**Depicted widely in culture commemorating victories in competition and war**

**Project NIKE – American anti-aircraft missile system**

**Olympic medals – frond and winner's laurel wreath**

**Honda motorcycle wing logo inspired by Nike**

**She Personified Victory**

# Nike To You And Me?

Literally = **VICTORY**

**1 Corinthians 15:57 “But thanks be to the God! He is giving us the **VICTORY** through our Lord Jesus Christ.”**

# Who Is **Our VICTORY SERVANT?**

Matthew 12:18-21

“Here is my SERVANT whom I have chosen, the one I love, in whom I delight;

I will put my Spirit on him, and he will proclaim justice to the nations.

He will not quarrel or cry out; no one will hear his voice in the streets.

A bruised reed he will not break, and a smoldering wick he will not snuff out,

Till he leads justice to **VICTORY.**

In his name the nations will put their hope.”

# What Is **His VICTORY STATEMENT?**

**John 16:33**

**“I have told you these things, so that in me you may have peace. In this world you will have trouble. But take heart! **I have overcome the world.**”**

**“Victory In Jesus”**

# What Is **Our VICTORY STRENGTH?**

1 John 5:3-5

“This is love of the God: to obey his commands. And his commands are not burdensome, for everyone born of the God **OVERCOMES** the world. This is the **VICTORY** that has **OVERCOME** the world, even our faith. Who is now the one **OVERCOMING the world** if not the one believing that Jesus is the Son of the God!

# What Is **Our VICTORY STRATEGY?**

**Romans 12:21**

**“Decide not to be  
OVERCOME by the evil, but  
OVERCOME with the good  
the evil.**

**ABC SPORTS – Jim McKay**

**“The thrill of  
VICTORY!**

**The agony of defeat!”**



**We are **VICTORS**  
and not  
victims!**

# OUR VICTORY!

The God is **OUR SOURCE**

The Lord Jesus Christ is **OUR SAVIOR**

Jesus is **OUR SERVANT**

**OVERCOMING** is **OUR STATEMENT**

Faith is **OUR SRENGTH**

Doing good is **OUR STRATEGY**