



Nike Signs Up NFL's Colin Kaepernick, Who Refused to Stand for the National Anthem, to Represent the Company In Celebration of Its 'Just Do It' Ad Campaign

Nike, the NFL's official apparel partner, is celebrating the 30-year landmark of its "Just Do It" slogan and signed Colin Kaepernick to front the campaign. Kaepernick, a former San Francisco 49ers quarterback, started the trend of NFL players refusing to stand for the national anthem in 2016. Fox News commentator, Tucker Carlson, says it's a 'real problem' when the most successful people in a society scorn the very society that made them successful. The executives at Nike deny that Kaepernick's kneeling during the anthem is scorn for the United States. This report includes video of Nike customers burning their shoes in protest. It will be interesting to see how large this protest will grow. -GEG

Tucker Carlson slammed Nike for its announcement on Monday that Colin Kaepernick is the new face of the company's "Just Do It" campaign.

Kaepernick, a former San Francisco 49ers quarterback who remains a free agent, started the trend of NFL players

refusing to stand for the anthem in 2016 to protest racial inequality and police brutality.

Believe in something, even if it means sacrificing everything. #JustDoIt pic.twitter.com/SRWkMIDda0

– Colin Kaepernick (@Kaepernick7) [September 3, 2018](#)

There has been a [huge backlash](#) to Nike's decision to go into business with the former quarterback-turned-social-justice-activist, with many social media users posting videos and photos of them destroying their Nike-branded apparel.

On "Fox & Friends" on Tuesday, Tucker Carlson called out the Nike executives who are profiting from Kaepernick and "his attacks on the United States.

"This is an attack on the country," Carlson stated, pointing out that Kaepernick is not protesting any specific lawmaker or policy.

"Sitting during the national anthem is a way of making a broad-based, generalized – and therefore impossible to rebut – attack against the country that made him and Nike rich," Carlson said.

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