

Assembly Resolution No. 581

BY: M. of A. Jackson

MEMORIALIZING Governor Kathy Hochul to proclaim
October 9, 2023, as Sneakers Day in the State of New
York

WHEREAS, It is the custom of this Legislative Body to recognize official days that are set aside to increase awareness of American made products that affect the lives of citizens of New York State; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, it is the sense of this Legislative Body to memorialize Governor Kathy Hochul to proclaim October 9, 2023, as Sneakers Day in the State of New York, in conjunction with the observance of National Sneakers Day; and

WHEREAS, National Sneakers Day celebrates sneakers, which are shoes designed for use in sports or for other types of physical exercise, but are often also used as an informal shoe for everyday use and referred to by other terms such as tennis shoes, kicks, or gym shoes; and

WHEREAS, The origins of sneakers can be dated to the late 18th century when people wore rubber-soled shoes called plimsolls; and

WHEREAS, Around 1892, the U.S. Rubber Company designed more comfortable rubber sneakers with canvas tops, called Keds; and

WHEREAS, In 1917, Henry Nelson McKinney, an advertising agent, used the term "sneaker" because the rubber sole made the shoe stealthy and quiet, and much easier to "sneak" around; and

WHEREAS, In 1923, an Indiana basketball star named Chuck Taylor endorsed the shoes, after which came the Chuck Taylor All-Stars, the best-selling basketball shoes of all time; and

WHEREAS, Sneakers went international in 1924, when a German named Adi Dassler created a sneaker he named after himself, Adidas; and

WHEREAS, The rise of the anti-mainstream hip-hop movement of 1970s New York formed products of creativity and self-determination, particularly amongst black culture; the movement uplifted subcultures of music and fashion, amongst which contributed to the popularity of sneakers which would soon become a mainstream fashion staple; and

WHEREAS, Furthermore, South Bronx, New York, would become the birthplace of the first sneaker stage in the 1970s with sneakers socially recognized as markers of street identity and urban culture; and

WHEREAS, Sales of sneakers really took off in 1984, when Michael Jordan signed a contract to wear a Nike shoe called Air Jordans, the most famous sneaker ever made; and

WHEREAS, With the advent of the internet, sneaker trends from previous decades were accelerated due to the invention of smartphones; globalization and the advancement of new technologies have also increased the worldwide spread of sneaker popularity with social media as a communication tool; and

WHEREAS, In 2020, the global sneaker market was valued at approximately US\$79 billion and is predicted to reach US\$120 billion by 2026; and

WHEREAS, Sneakers were born in the United States and have continually evolved throughout the last 131 years since the introduction of the Keds in 1892; sneakers are designed for sports and physical exercise which is important for overall wellness; and

WHEREAS, We continue to see the impacts of the sneakerhead subculture throughout New York today; in 2015, the Brooklyn Museum in New York displayed "The Rise of Sneaker Culture" exhibition which featured about 150 pairs, some dated back to the 19th Century while also showcasing the current style trends of the time; and

WHEREAS, In addition to the health benefits of sneakers, they epitomize cultural trends such as the Converse with rock 'n roll, and Puma, Nike, and Adidas with hip-hop; today, collectors of sneakers are known as sneakerheads; and

WHEREAS, Sneakers are comfortable, and many people love to wear them to any occasion whether you are just relaxing at home, playing sports, going to school, or even for work; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Kathy Hochul to proclaim October 9, 2023, as Sneakers Day in the State of New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to The Honorable Kathy Hochul, Governor of the State of New York.