

Assembly Resolution No. 1414

BY: M. of A. Rules (Jackson)

MEMORIALIZING Governor Kathy Hochul to proclaim October 9, 2026, 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, 2026, 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 informal shoes for everyday use and called such names 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, In 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, In 1924, sneakers sold internationally when a German named Adi Dassler created a sneaker he named after himself, Adidas; and

WHEREAS, Sales of sneakers skyrocketed in 1984 when Michael Jordan signed a contract to wear Nike shoes called Air Jordans, the most famous sneakers 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 \$79 billion USD and is predicted to reach \$120 billion USD in 2026; and

WHEREAS, Sneakers were born in the United States and have continually evolved throughout the last 134 years since the introduction of Keds in 1892; sneakers are designed for sports and physical exercise which is important for overall wellness; and

WHEREAS, In addition to the health benefits, sneakers epitomize cultural trends such as 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 they are just relaxing at home, playing sports, going to school, or even working; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to memorialize Governor Kathy Hochul to proclaim October 9, 2026, 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.