

Assembly Resolution No. 674

**BY:** M. of A. Jackson

**MEMORIALIZING** Governor Kathy Hochul to proclaim October 9, 2025, 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, 2025, 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,** 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,** 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, 2025, 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.