

2023-K2435

Assembly Resolution No. 2435

BY: M. of A. Rules (Jackson)

MEMORIALIZING Governor Kathy Hochul to proclaim
October 9, 2024, 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, 2024, 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, 2024, 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.