

# CONVERSE DECLARES AUGUST 12TH A DAY OF WORLD PEACE; PLEDGES COMMITMENT UNTIL GLOBAL UNITY IS ACHIEVED

## *Converse Launches Peace Chuck Collection and Donates \$50,000 to Youth Peace Organization at Imagine Peace Event in NYC's Times Square*

NEW YORK - In the heart of New York City's Times Square today, Converse announced a longstanding commitment to achieving world peace through the launch of the Chuck Taylor® All Star® Peace Collection and an annual donation to organizations dedicated to promoting cultural tolerance and understanding.

Well known music, stage and screen artist Mos Def helped Converse introduce the Chuck Taylor® All Star® Peace Collection. The Chuck Taylor® All Star® Peace Collection is the visual cornerstone for the brand's commitment to originality, artistry, unity and world peace. The initial Collection, part of an ongoing and broader Chuck Taylor Peace Project effort, features artwork by John Lennon and was designed with the help of Yoko Ono.

"Each of us is accountable for peace," said Jack Boys, Converse chief executive officer. "And, as long as there is a need to educate people about their basic human responsibility to pursue peace in our world, a 'Peace Chuck' will permanently be offered. We are doing this because we have in our hands a global icon and blank canvas capable of unifying people in the universal pursuit of what is imaginable and possible: peace."

Beginning in 2005, Converse will offer globally, every year, a single, artist-designed Peace Chuck – until global peace is achieved. A significant percentage of pre-tax sales from each year's designated Peace Chuck will be donated to peace education causes. EmpowerPeace ([www.empowerpeace.com](http://www.empowerpeace.com)), a program dedicated to promoting harmony between students in America and the Middle East, was this year's recipient.

Mos Def joined the Youth with a Purpose Choir from Essex County, New Jersey, to perform John Lennon's, "Imagine." In a modern day recreation of John Lennon and Yoko Ono's symbolic peace gesture delivered 36 years ago at the inauguration of Lennon's, "You are Here" exhibit, 10,000 white balloons symbolizing peace were distributed in Times Square. To culminate the event, 365 white balloons were raised – just as John Lennon and Yoko Ono did in 1968, distributing 365 white balloons to represent the number of days in the year that each individual could personally affect peace. The following statement from Yoko Ono was read at Converse's Imagine Peace Times Square event:

### **IMAGINE PEACE**

If one billion people in the world think peace - we'll get peace.  
You may think "how are we going to get one billion people to think PEACE?"  
Remember, each one of us has the power to change the world.  
Power works in mysterious ways.  
Visualize the domino effect, and just start thinking PEACE.  
Thoughts are infectious.  
Send it out.  
The message will circulate faster than you think.  
It's time for action.  
The action is PEACE.  
Spread the WORD.  
Spread PEACE.  
I love you.

Yoko Ono summer of 2004

Creativity, self expression and cultural understanding are the values shared by Converse, Mos Def, John Lennon, Yoko Ono, and the millions of people around the world who wear Chuck Taylor sneakers. To complement the Chuck Taylor All Star Peace Collection, Converse welcomes artists from around the world to submit artwork that embodies their personal vision of peace. To view the gallery or submit artwork, visit [www.converse.com/peace](http://www.converse.com/peace). Converse will select one entry whose artwork will be featured in the Peace Chuck Collection.

Rooted in the tradition of athletics, the Chuck Taylor® All Star® Peace Collection, comprised of four models, expresses an aspirational universal message. Available worldwide beginning on the eve of global athletic competition, these limited edition shoes take self-expression to the global stage in only the way an All Star can. This collection highlights a commemorative shoe that celebrates John Lennon's ideals by adorning its canvas with his signature and one of his self-portraits. Embossed on the toe cap are the words, "Imagine all the people living life in peace," from the song, "Imagine."

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