

OAKLEY® LAUNCHES ‘WE SHAPE THE FUTURE’ CAMPAIGN FEATURING SOME OF THE BEST & THE BRIGHTEST IN THE LEAGUE

Oakley invests in the future of football and the influential vision of Team Oakley



September 8, 2020, Foothill Ranch, California – Today, Oakley®, a leader in sport performance and optical innovation, launched the brand’s 2020 NFL campaign, **‘We Shape The Future’** – honoring the dominant on-field performances of Team Oakley’s football athletes and their influential and steadfast leadership off the field. The campaign is headlined by **Patrick Mahomes II** and **Lamar Jackson** and features **JuJu Smith-Schuster**, **Derwin James Jr.**, **Aaron Jones** and **Trevon Diggs**.

With a commitment to invest in the future of football, the campaign welcomes two new young faces to the already star-studded lineup of Oakley football athletes: Aaron Jones, running back of the Green Bay Packers and Trevon Diggs, rookie cornerback of the Dallas Cowboys. Along with the athlete signings, Oakley has also announced new team partnerships: the Green Bay Packers, Dallas Cowboys and Baltimore Ravens.

Entering the brand’s second year as an official on-field partner of the NFL, ‘We Shape the Future,’ unites Team Oakley in their quest for victory and progress while under constant judgement about their impact. Team Oakley athletes have potential to be some of the greatest players that ever played the game, and together, they have the ability to shape the future.

“The haters will be proved wrong, I can tell you that,” said Lamar Jackson. “I am energized by the possibility of the future. Relentless hard work, hustle, love of the game and vision – that’s what I will bring today and every day.”

Mahomes, Super Bowl LIV Champion and MVP, has proven that he is a visionary on the field, but in a year with so much uncertainty and doubt, he has also demonstrated that he has a plan to ignite change off the field. “It’s bigger

than football,” says Mahomes. “It’s important that we all work together to shape the world into a better place. The time is now.”

As a brand that believes in ONE team and supporting the voices and visions of our athletes, Oakley has pledged a donation to Mahomes’ foundation, “15 and the Mahomies,” and their fight to improve the lives of all through equal opportunity.

“Our support of Team Oakley doesn’t end when the whistle blows – it is unwavering day-in and day-out, on and off the field,” said Ben Goss, Oakley’s Global Marketing Director. “We will continue to innovate on the product side and push the boundaries of sport and style, while standing for ONE team because we believe that together we can and will shape the future.”

As a brand that creates and develops performance and lifestyle eyewear, fans can expect to see Oakley innovations on the NFL field in Prizm™ Clear Football Shields and off the field in everyday life. The brand also has an Officially Licensed NFL Eyewear product line, available for all 32 teams that features Prizm™, official team logos and team color accents. NFL team microbags, leashes and cases are also available.

For more information on Oakley’s football and lifestyle collection, Prizm technology and Team Oakley, please visit: [Oakley.com](https://www.oakley.com).

Released today, the ‘We Shape The Future’ campaign film can be seen ([HERE](#)).

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About Oakley, Inc.

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 900 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand’s sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world’s leading sports eyewear brand into apparel and accessories. Oakley has men’s and women’s product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

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