



## Activity 2: Consumers

### Consumer #1

My name is Jesse Owens and I'm about to compete in the 1936 Berlin Summer Olympics. I'm feeling pretty positive about my chances in a number of track and field events, but I would be even more confident if I could just find a better pair of running shoes. The shoes I currently run in are uncomfortably heavy and they slow me down. Is there anyone out there who can help me?

### Consumer #2

My name is Steve Prefontaine and I'm a crazy-fast runner at the University of Oregon in 1970. I'm a total beast on the track and I simply refuse to lose. Looking for any edge I can get, I would love to find much lighter running shoes that are more responsive, and a bit more cushioned on the bottoms, so I can continue to increase my speed and win races. Is there anyone out there who can help me?

### Consumer #3

My name is Kristina Jacobs and I'm an equipment manager for the 1996 Georgia Tech Yellow Jackets football team. The Head Coach, George O'Leary has just instructed me to find practice gear that will help our players be more comfortable during the hot Atlanta summer months. Too many practices are being interrupted by players who are overheating. Is there anyone out there who can help me?