

The Powerful Role of Athletes in Activism: We Matter

Athletes: More Than Just Sports Icons

When we turn on our television screens, we often see athletes showcasing their incredible physical abilities and talents. They run faster, jump higher, and score goals or touchdowns that leave us in awe. However, behind their athletic prowess lies a powerful potential for change and activism that reaches far beyond the field or court.

The Evolution of Athlete Activism

Athlete activism is not a new phenomenon. Throughout history, athletes have used their platforms to raise awareness and fight for societal change. From Muhammad Ali's refusal to be drafted during the Vietnam War to Tommie Smith and John Carlos' iconic raised fists at the 1968 Olympics, athletes have consistently demonstrated their commitment to social justice.

However, in recent years, the intersection of sports and activism has gained renewed attention, thanks in part to the rise of social media. Athletes now have direct access to millions of followers, allowing them to share their beliefs, advocate for causes, and mobilize their fan base like never before.

We Matter: Athletes and Activism (Edge of Sports

Book 4) by Etan Thomas (Kindle Edition)

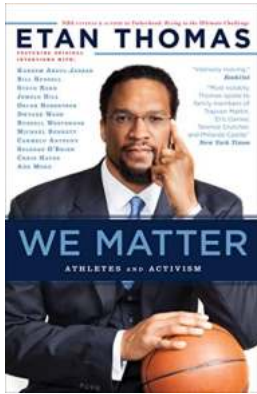
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The Power of Athlete Platforms

Athletes are not just physically powerful; their voices and actions hold immense power as well. They have the ability to capture the attention of a global audience, influencing public opinion and challenging the status quo. Their platforms enable them to speak out against injustice, shed light on marginalized communities, and promote equality.

One of the most notable recent examples of athlete activism is Colin Kaepernick, the former NFL quarterback who knelt during the national anthem to protest police brutality and racial injustice. His act of protest ignited a nationwide conversation, sparked a movement, and even led to similar displays of solidarity across various sports leagues.

The Edge of Sports

One platform that has been at the forefront of athlete activism is the podcast and website "The Edge of Sports," created by sports journalist and activist Dave Zirin. "The Edge of Sports" explores the intersection of sports and politics, focusing on the stories and issues that are often overlooked in mainstream sports media.

Through interviews with athletes, coaches, and activists, "The Edge of Sports" provides a platform for athletes to discuss their experiences, motivations, and activism efforts. It showcases how athletes are not just focused on winning games but are also committed to making a positive impact on society.

We Matter: Athletes Making a Difference

The phrase "We Matter" embodies the collective voice of athletes who are using their platforms to advocate for change. These athletes recognize their unique positions and responsibilities, and they strive to create a better world for future generations.

We matter because athletes like LeBron James are empowering underprivileged students through his "I PROMISE" school, providing them with education, support, and hope. We matter because athletes like Megan Rapinoe are fighting for gender equality both on and off the soccer field. We matter because athletes like Serena Williams are breaking barriers and challenging stereotypes in the world of tennis.

Athletes continue to push the boundaries of what it means to be a sports icon. They refuse to remain silent about the issues that matter, leveraging their influence and platform to amplify marginalized voices and promote social change.

Inspiring the Next Generation

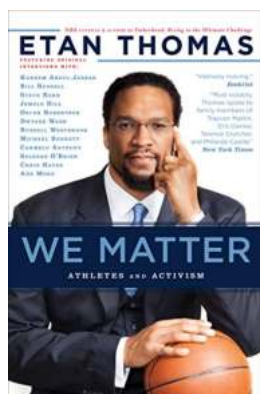
The impact that athlete activism has on the younger generation cannot be overstated. When children see their favorite athletes taking a stand for what they believe in, they are inspired to do the same. Athlete activism demonstrates that anyone, regardless of their background or occupation, can make a difference.

By using their platforms, athletes are not just changing lives today; they are shaping the leaders of tomorrow. They are teaching us that our voices matter, and our actions can shape the world around us.

In

As we witness the ever-expanding landscape of athlete activism, it becomes evident that they are more than just sports icons. They are catalysts for change, shaping conversations, challenging norms, and inspiring millions.

The phrase "We Matter" serves as a reminder that athletes and their activism have the power to transform lives and society as a whole. Their voices, actions, and platforms are invaluable resources in the ongoing fight for equality, justice, and a better future.



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Interviews with sports stars, activists, surviving family members, and others fighting racial injustice: “Before Kaepernick, there was Etan Thomas.”—The New York Times

A Library Journal Best Book of the Year

Professional athletes have long been influential figures in American life. Today, many of them are using their platforms to speak up about injustice and inequality. This book features interviews by former NBA player Etan Thomas with over fifty athletes, executives, media figures, and more—interwoven with essays and critiques by Thomas.

Includes personal stories and opinions from:

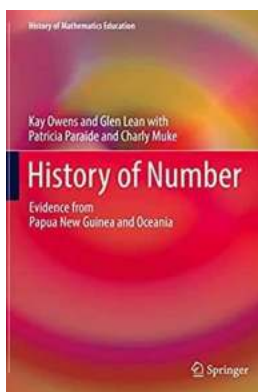
Kareem Abdul-Jabbar, Bill Russell, Dwyane Wade, Russell Westbrook, Steve Kerr, Oscar Robertson, Mark Cuban, Michael Bennett, Carmelo Anthony, Derrick Rose, Swin Cash, Alonzo Mourning, Chris Webber, Jemele Hill, Anquan Boldin, Jamal Crawford, Juwan Howard, Ray Jackson, Shannon Sharpe, James Blake, John Carlos, Laila Ali, Michael Eric Dyson, Joakim Noah, Eric Reid, Adam Silver, Soledad O'Brien, John Wall, Mahmoud Abdul-Rauf, Bradley Beal, Tamika Catchings, Curtis Conway, Harry Edwards, Chris Hayes, Chamique Holdsclaw, Scoop Jackson, Bomani Johnes, Shaun King, Jimmy King, Ted Leonsis, Thabo Sefolosa, Ilyasah Shabazz, Torrey Smith, Kenny Smith, Michael Smith, David West, Michael Wilbon, Jahvaris Fulton (brother of Trayvon Martin), Emerald Snipes (daughter of Eric Garner), Allysza Castile (sister of Philando Castile), Valerie Castile (mother of Philando Castile), and Dr. Tiffany Crutcher (sister of Terence Crutcher)

“In *We Matter*, Thomas strives to show the influence professional athletes can have when they join the conversation on race, politics, and civil rights. Thomas conducted 50 interviews, which included Kareem Abdul-Jabbar, Bill Russell, Laila Ali, Michael Bennett, and Eric Reid, among many other athletes, as well as journalists, television personalities, and family members of unarmed black men who were shot and killed. Thomas also explored his ties with the Wizards and

spoke with John Wall, Bradley Beal, and current majority team owner Ted Leonsis.”—TheWashington Post

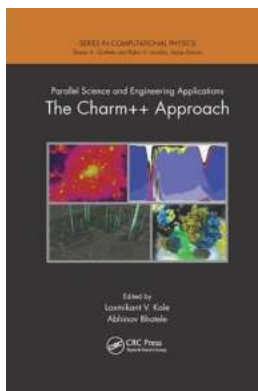
“The honest conversations, published in transcript form and often accompanied by black-and-white photos, serve as a primer on recent police violence cases, a history lesson on the first athletes who stood up for racial injustice, an examination of the experience of being young and black in the United States, and an insightful look at how it feels to lose a loved one to tragedy, from contributors such as Jemele Hill, Kareem Abdul-Jabbar, and Carmelo Anthony...An important read, executed uniquely.”—School Library Journal (starred review)

“Voices of pain, anger, and hope resound through these pages--and through the reader's heart.”—Kirkus Reviews



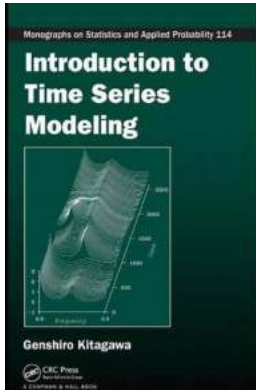
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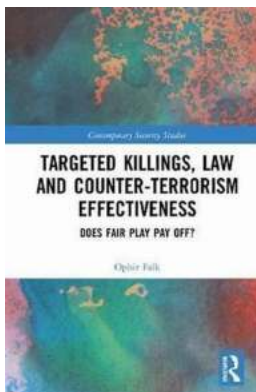
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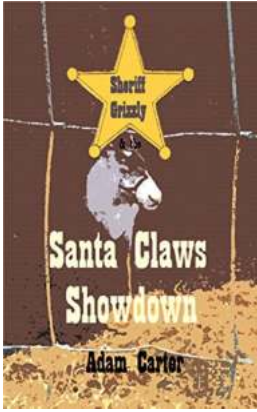
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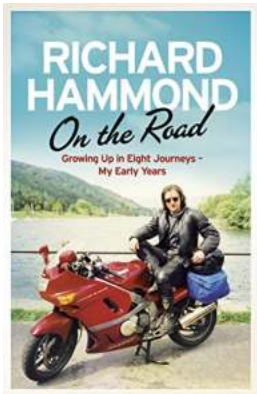
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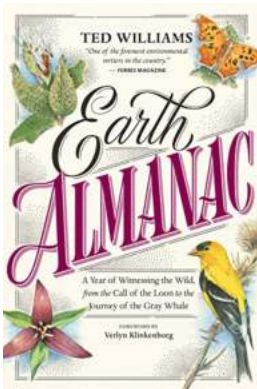
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we matter athletes and activism