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Launched in 1988, the Nike "Just Do It" campaign featured professional and amateur athletes talking about their accomplishments and the emotions they feel as they exercise. One of the first television spots of the campaign featured a video of 80-year-old marathoner Walt Stack (see video below) who explains to viewers how he runs 17 miles every morning.

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Nike's latest Just Do It film highlights the inspiring story of Manchester City and England winger and attacking midfielder Raheem Sterling, who is leading the way in supporting the next generation of athletes in England and beyond. As a kid from the London borough of Brent, Sterling grew up dreaming of playing at Wembley Stadium.

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Just Do It: Tokyo, Nike's latest JDI film, comes from Japan and encourages female athletes to move forward through sport. Tennis star Naomi Osaka, basketball player Evelyn Mawuli, dancer

Koharu Sugawara and champion skateboarders Aori Nishimura and Sky Brown are among those featured.

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