

Allyson Felix and Pampers Make Olympic History With Nursery

Track and field legend blazes a trail

by **Charell Star**

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What does the most decorated track and field athlete in history do to go viral ahead of the Olympics?

Open a nursery, of course.

Seven-time gold medalist and mom of two, Allyson Felix just announced the first-ever nursery to be located at the heart of the Athlete Village Plaza for the duration of the 2024 Paris Olympics. Created in partnership with Pampers, the space is designed as a sanctuary where Olympian moms can bond with their babies, nurse, and find a moment of peace amidst the chaos of competition.

The initiative is more than just heartwarming; it's a perfect example of the positive impact that purpose-driven marketing can have.



Nike's decision to part with Felix over her motherhood and advocacy stance in 2019 was a high-profile stumble. But that marketing debacle set the stage for her collaboration with purpose-aligned brands like Pampers. Brands that were open to breaking down barriers for athlete moms across the globe.

Felix has been clear, "This isn't just a nursery; it's a beacon of empowerment. It really tells women that you can choose motherhood and also be at the top of your game and not have to miss a beat."

Brands and creatives looking to break through the noise and connect with consumers in a meaningful way should be taking notes.

Aligning with influential figures like Felix, who champion meaningful change, can propel a brand from the sidelines to the winner's podium.

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