

By: Longoria

H.R. No. 2453

R E S O L U T I O N

1 WHEREAS, Texas has become a popular home for new media  
2 enterprises, and Nice Kicks of Austin is one such company that  
3 represents a remarkable success story; and

4 WHEREAS, Founded in 2006 by Matt Halfhill, Nice Kicks began  
5 as a WordPress blog providing shoe enthusiasts with historical  
6 background about sneakers, as well as accurate and up-to-the-minute  
7 news about their current development and release; within a year,  
8 NiceKicks.com had broken many important stories and been cited by  
9 such major media outlets as the *Washington Post*, the *Wall Street*  
10 *Journal*, and the Associated Press; and

11 WHEREAS, From its humble beginnings in Mr. Halfhill's spare  
12 bedroom, Nice Kicks has grown into one of the most respected sources  
13 of sneaker information on the web, reaching 2.5 million viewers  
14 each month; moreover, the business now includes both a physical and  
15 an online retail store; the enterprise has expanded its staff along  
16 the way, creating more than 20 jobs; and

17 WHEREAS, The innovative spirit of Texas web entrepreneurs is  
18 second to none, and Mr. Halfhill and his team at Nice Kicks may  
19 indeed take great pride in their exceptional endeavor; now,  
20 therefore, be it

21 RESOLVED, That the House of Representatives of the 83rd Texas  
22 Legislature hereby congratulate Nice Kicks for its achievements and  
23 extend to Mr. Halfhill and his staff sincere best wishes for  
24 continued success; and, be it further

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1           RESOLVED, That an official copy of this resolution be  
2 prepared for Nice Kicks as an expression of high regard by the Texas  
3 House of Representatives.