

Kyle Lewis directs Caster Semenya tribute for Nike

Arcade Content's Kyle Lewis directed *Unlimited Fight*, Nike's tribute to South Africa's 2016 Olympic Gold medallist, Caster Semenya.

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The piece salutes Caster's will to succeed even as her legitimacy as a female athlete has been continually contested on the grounds of society's deep-seated fear of that which is different. Caster's courage and determination is celebrated through a montage of powerful portraits of teenage girls staring into camera while a voiceover delivers a message about society's tendency to hold female athletes back instead of allowing them to flourish.

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