

The past doesn't count. Everything is starting again

Launch of the new Spanish Federation kit for the Poland-Ukraine UEFA European Football Championship™ 2012

Madrid, November 10, 2011 – adidas and the Royal Spanish Football Federation present the new Spanish Federation jersey for the UEFA EURO 2012™. This new jersey is a tribute from adidas to the Federation and its solid foundations, which led them to become European Champions in 1964 and again in 2008, and to their current status as World Champions.

At adidas we think that only with willingness, hard work and humility will we be able to be champions again. We share this philosophy with the Spanish Football Federation. That is the reason why the message of this new campaign is *"The past doesn't count. Everything is starting again"*. Our motivation is to forget about the fact that we are European and World Champions, to forget that we are the team to beat. Everything starts from zero. A new jersey. A new challenge.

DESIGN

This new jersey has a smart and plain design which represents the spirit of a champion Federation. Its new red colour is more intense and symbolises the maturity and strength of the Federation. A retro-styled detail crosses the chest, giving the jersey a slightly different feel, though the undisputed focal point will be the badge and the star. Especially so as this will be the first UEFA EURO™ championship in which we will be wearing the embroidered World Champions Star. To highlight its sleek V-neck execution, we've included a tribute inscription inside that reads "Campeones de Europa 1964 y 2008" (European Champions 1964 and 2008).



Information

This jersey features adidas' exclusive Climacool™ Technology which ensures body temperature control and ventilation, thanks to the use of technically advanced fabrics and visible mesh insets. This jersey also includes a *hologram* which guarantees its authenticity as an adidas-created garment officially approved by the Spanish Federation.

From now on, every fan will be able to get a replica of this jersey in adidas Stores and sport stores with a recommended retail price of 80 €.

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