



## **McDONALD'S ALL AMERICAN<sup>®</sup> GAMES TAPS ADIDAS AS OFFICIAL FOOTWEAR, UNIFORM AND APPAREL PROVIDER**

Relationship brings latest basketball innovations to McDonald's All American Games as they return to Chicago in 2012

**OAK BROOK, Ill. (November 21, 2011)** – McDonald's<sup>®</sup> announced today adidas as the new official footwear, uniform and apparel provider for the McDonald's All American High School Basketball Games at Chicago's United Center on March 28, 2012. McDonald's partnership with adidas will bring a new look and the best basketball performance innovation to the prestigious McDonald's All American Games.

"adidas has a well-deserved global reputation for delivering innovative, stylish, performance-based footwear and apparel," said Douglas Freeland, director of the McDonald's All American Games. "Teaming up with adidas further elevates, and cements, the McDonald's All American Games as 'best-in-class.'"

The McDonald's All American Games is the premier showcase for the top high school basketball talent in the country, and annually selects 24 boys and 24 girls from a pool of more than 1,500 nominees nationwide to compete in the annual event.

"The best young players in the country compete at the McDonald's All American Games and we're excited to partner with the most elite high school basketball showcase in the country," said Lawrence Norman, adidas Vice President of Global Basketball. "Our latest on-court uniform innovations and industry changing lightweight footwear are a perfect fit for this prestigious high school basketball event."

The 35<sup>th</sup> annual Boys Game will be broadcast live on ESPN at 8:30 p.m. CT, and the 11<sup>th</sup> annual Girls Game will air live on ESPNU at 6 p.m. CT. Ticket information for the 2012 McDonald's All American Games will be available in January 2012, and will be shared on [www.mcdaag.com](http://www.mcdaag.com), [@McDonalds](https://www.facebook.com/McDonalds) and [Facebook.com/McDonalds](https://www.facebook.com/McDonalds). Proceeds from the McDonald's All American Games benefit Ronald McDonald House Charities<sup>®</sup>.

The McDonald's All American Games partnership adds another elite high school event to the adidas Basketball lineup, which also includes adidas Nations, adidas Super 64 and adidas Invitational. Former participants in adidas grassroots programs and the McDonald's All American Games include Derrick Rose, Dwight Howard and Candace Parker.

#### **About McDonald's**

*McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome food made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can now log online for free at any of the more than 12,000 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and Facebook ([Facebook.com/McDonalds](https://Facebook.com/McDonalds)) for updates on our business, promotions and products.*

#### **About adidas**

*adidas has been providing innovative products for the world's best athletes for more than 50 years, from past legends to today's superstars, such as Derrick Rose, Dwight Howard, Candace Parker, Tim Duncan and Chauncey Billups. adidas is the official uniform and apparel provider for the NBA, the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season. For more information visit [adidas.com](http://adidas.com) or [facebook.com/adidasbasketball](https://facebook.com/adidasbasketball),*

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