

Hip Hop Skip Dunk

Snoop Dogg, Warren G and Phillips Idowu take on GB Basketball to kick off adidas London 2012 countdown

London, July 26th, 2011 – adidas brought together global music icons Snoop Dogg, Warren G and British Triple Jumper Phillips Idowu in a 3 on 3 basketball match against members of GB Basketball to celebrate one year to go until London 2012.

The 3 on 3 game saw Snoop's team take the victory 20 points to 18 in a tightly contested match which can now be viewed on YouTube (<http://www.youtube.com/watch?v=PyxgwA6Pvnl>) or on www.adidas.com

Hip Hop legend Snoop Dogg said: "I've been in the great city of London today playing basketball, 3 on 3, alongside Warren G and with my main man Phillips Idowu from the Triple Jump. We took on GB Basketball players in a game for adidas to help celebrate the one year to go to the London 2012 Olympics landmark. I'm really excited about the London 2012 Olympics – England is a beautiful country and I think it'll be a great host."

World Champion and Olympic silver medallist Phillips Idowu said: "I had an amazing but surreal day taking on GB Basketball players for the adidas "all in" campaign ahead of London 2012. My team consisted of the legendary Snoop Dogg and Warren G and I was definitely a little bit starstruck. adidas is one of the only brands who can bring superstars like that together with sport and create a unique event to help celebrate the one year to go landmark. It was a great day and I was delighted to be involved."

Marketing Director for adidas UK, Nick Craggs commented: "To celebrate one year to go we wanted to give the consumers a glimpse of what to expect from adidas over the next 12 months and capture the imagination of those who are perhaps not yet engaged by the Olympics."

View the video, photos and information on the event at www.adidas.com

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Notes to editors:

- The 3 on 3 game was organised by adidas, official sportswear partner for London 2012 and featured GB Basketball players Ogo Adeboye, Justin Robinson, Dan Clark and Devan Bailey.
- The stars' were kitted out with the latest basketball product from adidas – the adiZero CrazyLight basketball shoe.
- The match was filmed in the Olympic borough of Greenwich, East London.