



## adidas Originals launch new star studded campaign

### The House Party has moved to the streets

**London, March 18<sup>th</sup> 2010** – adidas Originals today announces the release of another star studded campaign, bringing together a host of celebrity friends and global superstars to Celebrate Originality. David Beckham, Snoop Dogg, Whitney Port, N'Dubz, Noel Gallagher, Agyness Deyn and many more from the worlds of music, fashion and sport come together for an energetic celebration in the 'Street Where Originality Lives'.

Evolving from 2009's successful 'House Party' and soundtracked to the infectious Pilooski remix of Dee Edwards' "Why can't there be love"; the ad features an energetic mix of DJ sets, live performances and street games. Look out for glimpses of Snoop performing, David Beckham shooting pictures on his camera and Agyness Deyn and Jeremy Scott dancing on roof tops, together with Noel Gallagher busking in the street. All are brought to life by a supporting cast of Originals fans partying long into the night.



This 'not to be missed' Originals campaign premiere will debut during the Skins' finale on E4 on March 18<sup>th</sup>. Presenter Rick Edwards will launch a unique on-line competition giving fans the chance to showcase their own street, kicking off with Rick's own take on his 'neighbourhood'.

Accessible through [www.adidasmeetmystreet.com](http://www.adidasmeetmystreet.com), entrants will be able to create a personal street party montage and have access to a selection of footage from the adidas film to mix with their own. Final cuts will be reviewed by adidas with the winning entry having an Originals gig hosted in their neighbourhood!

#### **Editors Notes:**

1. adidas 'Street Where Originality Lives' was directed by Numa Nourizadeh
2. 'Street Where Originality Lives' features:

Agyness Deyn

Louise Roe

Ana Ivanovic

DJ Neil Armstrong

David Beckham

Snoop

Noel Gallagher

Kazuki

Hiory Lee

Whitney Port

Jeremy Scott

NDubz

Ciara

Mr Hudson

Adrienne Balion

Cassandra Steen

Ian Brown

Calle 13

Yoppy and Ryahei Morita

Tallulah Morton

Cheer Chen

3. On-line competition for an Original gig hosted in your neighbourhood can be found at [www.adidasmeetmystreet.com](http://www.adidasmeetmystreet.com)