

“one nation- one jersey”

adidas Greece is “all proud” to launch the new Hellenic Football Federation kit for the UEFA European Football Championship™2012 in Poland-Ukraine

Athens, February 22, 2012 – adidas and the Hellenic Football Federation presented the new jersey for the **UEFA EURO 2012™** with an unconventional event dedicated to all Greek fans! adidas joined forces with the most popular Greek singer, **Sakis Rouvas**, who became the ‘First’ fan of the National Team, inviting all Greeks to proudly support the players.

The official launch event was supported by a viral campaign in two phases, a pre-launch teaser phase and a post-launch phase. Through these activities adidas gave Greeks the chance to share their love for the jersey which is a tribute to the Greek flag, a symbol of national honour. The on stage presence of Sakis Rouvas, the Team and 25 teenagers reinforced the campaign’s key message “**one nation- one jersey, all proud**”!

Design

The new jersey is characterized by clean cut lines and the emblematic cross of the Greek Flag - an element of inspiration for both players and Greeks fans- in the front of the jersey. To highlight the biggest achievement of the Team, a tribute inscription -**UEFA EURO CHAMPIONS 2004**- is displayed on the inside back collar. The **Home** [white] jersey keeps the classic “national” colors of white and blue, while for the first time, the **Away** [blue] jersey is tri-colored, Collegiate Royal, White and Pool.

Exclusive adidas’ cutting edge technologies featured in the new jersey

For the first time the players will be able to choose between **TECHFIT™** and **Formotion™** jerseys, so that every athlete uses the kit that suits best to his personal performance on pitch.

adidas TECHFIT™ PowerWEB is on the cutting edge of athletic design and works by focusing the muscles’ energy to generate explosive acceleration and deliver maximum power output. PowerWEB also improves body posture and core stability allowing agile, accurate movements.

Additionally, TECHFIT™ Compression reduces muscle vibrations and increases endurance, so athletes don't just perform, they outperform.

adidas FORMOTION™ garments consider the body's natural 3D shape, sport specific movements, and the placement of fabrics and seams, allowing adidas to deliver athletes with unparalleled fit, comfort, and freedom of movement.

Both jerseys feature adidas' exclusive **Climacool™** Technology which ensures body temperature control and ventilation, thanks to the use of technically advanced fabrics and visible mesh insets.

The debut of the new jersey took place at the Pan-Cretan Stadium on February 29th during the friendly match against Belgium.

Contact and further information:

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