



ADIDAS CELEBRATES 23 YEARS OF BOSTON MARATHON® PARTNERSHIP WITH NEW TRAINING PROGRAM

adidas' New Boston365 to Help Runners Qualify for World's Most Prestigious Road Race

PORTRLAND, Ore. (April 13, 2012) – adidas celebrates its 23rd year as the official footwear and apparel supplier of the Boston Marathon with the launch of Boston365, a new training program designed to help runners achieve the ultimate goal of running the world's most coveted marathon.

In partnership with Fleet Feet Sports specialty running stores, adidas' Boston365 program provides assessment, coaching and training to support participants hoping to qualify for and gain entry into future Boston Marathons.

"With elite coaching partners and deep roots in running that stretch back to legends like Jesse Owens, Grete Waitz and current marathoner Geoffrey Mutai, adidas offers a comprehensive and integrated training program for those gunning to get better and faster to qualify for the Boston Marathon," said Mikal Peveto, director of running, adidas America. "Combining our rich performance heritage with our state-of-the-art personal coaching platform allows us to provide runners with a truly unique vehicle to achieve their personal best."

Information and registration for Boston365 will be available online at [RunBoston365.com](#) in June and in-store at Fleet Feet Sports in September. The program includes [micoach registration](#), which provides opportunities for runners to improve performance and get faster. Subscribers can participate in Coaching Circles run by local Fleet Feet training group leaders, develop individualized and time-specific programs and create unique apparel to celebrate a group's quest to qualify.

Participants who don't make it into next year's marathon are invited to redeem themselves during Run Your Own Boston on Patriot's Day. The top three participants who capture the best video of their marathon will be entered into winning Boston Marathon entries for the following year.

"Race strategy is so important when it comes to preparing for the Boston Marathon," said Greg McMillan, adidas partner and McMillan Elite coach. "My one piece of advice is to trust your training and preparation and once you learn what works for you, stick with it and don't switch it up during the race. In the days leading to the race, don't over rest or over train. Above all, smile a lot to relieve anxiety and enjoy the experience!"

Like last year's world record breaking performance by adidas athlete Geoffrey Mutai and near fastest time by Caroline Kilel, the 116th Boston Marathon promises to be another exhilarating year for the brand. Both Mutai and Kilel will be returning to defend their records along with several other adidas hopefuls including Nicholas Arciniaga of Houston and Jason Hartmann of Chicago.

adidas is proud to provide the [official footwear and apparel](#) for the 116th Boston Marathon. The Official Boston Marathon Jacket, the adizero Boston 3 and adizero Adios 2 running shoes are available at the

[Boston Marathon Expo](#) at Seaport World Trade Center, [adidas.com](#) and Boston-area retailers Marathon Sports and City Sports. Fans and runners can also visit a pop up adidas retail store in Copley Square.

adidas running innovates high performance footwear and apparel to help athletes of every level get faster and better for their sport. For more information visit [adidas.com](#) and [facebook.com/adidasrunning](#).

Fleet Feet Sports is the industry leader in franchising successful, community-oriented, specialty stores serving runners, walkers and lifetime fitness enthusiasts. With 93 locations in 33 states and the District of Columbia, Fleet Feet offers support for existing and potential franchises out of its corporate headquarters in Carrboro, N.C.

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Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of managing athletic events and promoting a healthy lifestyle through sports, especially running. The B.A.A.'s Boston Marathon is the world's oldest annual marathon, and the organization manages other local events and supports comprehensive charity, youth, and year-round running programs. Since 1986, the principal sponsor of the Boston Marathon has been John Hancock Financial. The Boston Marathon is part of the World Marathon Majors along with the Virgin London Marathon, BMW Berlin Marathon, Bank of America Chicago Marathon, and the ING New York City Marathon.

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