



MIADIDAS CUSTOMIZERS PERSONALIZE LONDON 2012 INSPIRED SHOES FOR OLYMPIC ATHLETES AND FANS

Fans can enter to win their own pair on Facebook

LONDON, July 27, 2012 – To celebrate the Olympic Games, adidas launches miadidas Customizers, a real-time art project uniting the most passionate artists, athletes and fans from around the world to produce unique customized shoes that embody the London 2012 Olympic Games.

For 17 days, nine artists will create 34 pieces of art. Every day of the London 2012 games, live at the adidas Olympic Lounge, two artists will customize adidas performance footwear inspired by the day's winning 'all in' moment. The customized shoes will be awarded to the 'all in' athlete. Fans can win a second customized pair by suggesting the day's most outstanding sporting moment on Facebook.

Artists include footwear customizer NASH MONEY, London-based props and accessories designer Fred Butler, emerging streetwear talent Kara Messina of Y'OH Streetwear, hat and accessories designer Nasir Mazhar and street artist Dr Noki.

"London is a creative city with some excellent emerging artists who can help put their unique spin on our adidas footwear," said Thomas van Schaik, Global Brand Director of adidas. "The real-time element allows everyone to get involved by defining the key moments from this Olympic Games and seeing them captured immediately on a historic item that they can then have the chance to win."

miadidas Customizers offers a global platform for the creative community of the Olympic host city. The project is set to showcase a breadth of creativity, inspiration and design – united by adidas.

Suggest your favorite 'all in' moment of London 2012 and have a chance of winning a unique piece of Olympic artwork at facebook.com/adidas.

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Media can visit news.adidas.com/US for more information or contact:

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