**Three symbols of Brazilian culture combined by adidas for the**

**Official Match Ball of the FIFA Confederation Cup 2013**

*Specially designed ball created for the FIFA Confederations Cup for*

*only the second time in tournament history*

**São Paulo, December 1st 2012** – The name and design of the official match ball for the FIFA Confederations Cup Brazil 2013 was unveiled today at the FIFA Draw show. Three symbols of Brazilian culture; Carnival, Football, and Samba have been combined to create the adidas **Cafusa**.

Created by the same product team who designed the hugely successful Tango 12, the adidas **Cafusa** combines proven high performance technology with a locally relevant aesthetic. The name and vibrant colour scheme reflects the national identity with a particular focus the on “Southern Cross” constellation represented in the Brazilian flag.

“Unveiling the Official Ball of FIFA Confederations Cup Brazil 2013 is a big moment for us. Brazilians are passionate about football and we wanted to deliver an inspirational ball for this competition, which serves as an example of joy for such a huge event such as the 2014 FIFA World Cup Brazil™. We are very pleased with the adidas **Cafusa**, the final product has strong Brazilian elements in place throughout the design,” said Rodrigo Messias, Director of the Project 2014 FIFA World Cup Brazil™.

To showcase the new football to all Brazilians there will be an exhibition of 10 giant balls, each two meters in diameter, which will travel across the country until the end of June 2013. The balls will begin their journey in São Paulo and Rio de Janeiro before heading on to the other host cities of the FIFA Confederations Cup 2013 - Recife, Fortaleza, Salvador, Brasília and Belo Horizonte.

Alongside this exhibition adidas will also be providing the opportunity for locals to test out the **Cafusa** alongside the latest version of their **adizero f50®** football boot – one of the lightest boots on the market at only 165grams per shoe. The boot, designed to make players faster than ever before, will launch across the world in a colour scheme of Vivid Yellow and Green Zest to match the **Cafusa** and the colours of Brazil. The ball and boots are available now at adidas stores, [www.adidas.com](http://www.adidas.com), and at general sports retailers.

The adidas **Cafusa** will make its on pitch debut at the FIFA Club World Cup in Japan which takes place between December 6th and December 16th.

ENDS

**Notes to Editors:**

**Technology**

Composed by 32 panels, made through a thermal bonding process, which ensures a stable flight, adidas **Cafusa** has similar technology to the Tango 12 – the ball specially developed for the UEFA Euro 2012 tournament. All panels are covered with a sticky texture that reinforces the contact of the boot with the ball. adidas **Cafusa** was subjected to a rigorous testing process and meets and exceeds all FIFA Approved Standards for an official match ball.

**adidas Contacts:**

Robert Hughes

adidas Global Football PR Manager

Email: robert.hughes@adidas.com

Tel: +49/9132/84-6856

Alan McGarrie

adidas Global Football PR Manager

Email: alan.mcgarrie@adidas.com

Tel: +49/9132/84-4686