**Estimated 15,000 Ragers tune into OriginalsFM**

Plett Rage – arguably one of the southern hemisphere’s longest running and largest student beach festivals – offered iconic sports lifestyle sub-brand [adidas Originals](http://www.adidas.co.za/originals/) the perfect opportunity to make itself heard during the festival’s annual town and beach takeover.

In an unprecedented move, adidas Originals took over the [MC90.3FM\*](http://showme.co.za/plett/lifestyle/mc90-3fm/) radio waves every day between 12h00 and 15h00 between 30 November and 6 December 2012.

Hosted by DJ Moosa and broadcasting live from Plettenberg Bay’s Central Beach to an estimated 15,000 ‘ragers’, adidas Originals was able to directly interact with students attending the festival.

For those not on the beach during OriginalsFM broadcasting times, adidas Originals gave away retro-style battery operated radios further ensuring students could tune into the station from wherever they were and be kept up-to-date and engaged regarding competitions and events taking place in and around Central Beach.

#### \* Local Plettenberg Bay radio station broadcasting throughout the Outeniqua region and as far afield as Sedgefield.

#### Visit [adidas Originals](http://www.adidas.co.za/originals/)

#### Follow [@adidasZA](https://twitter.com/adidasZA)

#### adidas Originals Newsroom <http://news.adidas.com/ZA/ORIGINALS>

#### -ENDS-

#### About adidas\*\* Originals – The iconic sportswear brand for the street (\*\*adidas always written in lower case)

#### Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands: adidas Sport Performance, adidas Originals and adidas Sport Style.

#### adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives.  It is marked by the iconic Trefoil logo that was first used in 1972.

#### Today, adidas Originals brings adidas heritage from the past into the now, playing on its ability to stay relevant for all walks of life regardless of time, place, style and passions.

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