

Embargoed: 6 May, 2014

adidas signs global deal with Sonny Bill Williams

adidas has today announced a new global partnership with one of the world's most recognisable and talented athletes – Sonny Bill Williams.

The Sydney Roosters player and former member of the New Zealand All Blacks has signed a multi-year deal with the global sporting brand, joining existing adidas ambassadors including David Beckham, Lionel Messi, Andy Murray and Derrick Rose.

Recognised as one of the greatest sporting talents the Australasian region has ever seen, Williams has won two NRL premierships, a Super Rugby title with the Crusaders, a Rugby World Cup with the All Blacks in 2011, and was crowned 2013 International Rugby League player of the year. All in addition to a successful boxing career from 2009 - 2013.

Upon signing with adidas, Williams said; "I'm proud to finally formalise my relationship with a brand that's known for being a world leader in football and Rugby Union, and supports so many great athletes in Australia, New Zealand, and around the world. There's a lot I still want to achieve in my career, and it's great to know I have adidas in my corner."

adidas Global Sports Marketing Manager for Rugby Union, Andrew Wilson said; "adidas has always been associated with the world's best athletes, and Sonny Bill Williams is another perfect example of this. He's a true all-rounder with a strong work ethic, and we're very pleased to have him join the adidas family."

adidas has a longstanding history in football codes dating back to 1954 when adidas' founder, Adi Dassler, invented the world's first screw-in stud boot that was used by the German football team in the 1954 FIFA World Cup.

Since then, adidas has enjoyed an ongoing partnership with FIFA and leading global teams around the globe including the All Blacks, AC Milan, Bayern Munich, Chelsea and Real Madrid.

-ENDS-



Information

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