

Rafinha to star in latest adidas show at the

2014 FIFA World Cup BrazilTM

*Brazilian young gun appears in The Dugout ahead of knockout rounds*

**26th June 2014 – Herzogenaurach / Rio de Janeiro** – In the build-up to the knockout stages of the 2014 FIFA World Cup BrazilTM, adidas is inviting you to join its latest World Cup show – The Dugout, streamed on YouTube.

Taking place at 1100 (BRT) on Friday 27th June at the Brazil Clube Regatas Flamengo, Gavea, the third in a series of adidas Dugout shows in Rio will feature Brazilian starlet Rafa Alcântara, more commonly known as Rafinha. In addition to Rafinha, the show will also see another episode of the adidas miCoach Smart Ball Power Challenge. The Smart Ball houses a sensor package which helps measure the speed, curve, trajectory and spin of the ball and the challenge will see World Cup legends Carlos Valderrama & Cafu, and leading Colombian women’s footballer Nicole Regnier compete to beat Patrick Vieira’s benchmark speed of 111kph.

To watch The Dugout go to the [adidas YouTube page](https://www.youtube.com/watch?v=16CpPZ206Bc) from 1100 BRT today (27th June).

Hosted by KICKTV hosts Layla Anna-Lee and Hugh Wizzy, The Dugout will bring an audience of millions of football fans closer than ever before to adidas footballers and legends, providing debate, views and reactions to all the action in Brazil on and off the field. The series of six shows will be broadcast over the course of the tournament, with a final show to take place on the eve of the 2014 FIFA World Cup™ Final, 12 July.

The show airs on YouTube and adidas social channels at 1100 (BRT) ahead of the tournament’s second round knockout stages. To watch go to <https://www.youtube.com/watch?v=16CpPZ206Bc>

*Join the adidas football conversation at*[***www.facebook.com/adidasfootball***](http://www.facebook.com/adidasfootball)*or on Twitter:****@adidasfootball****.*

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

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**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players also on the adidas roster are Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinsteiger.

**Broadcast dates and YouTube video URLs**

**The Dugout - 27th June**

VIDEO URL: <https://www.youtube.com/watch?v=16CpPZ206Bc>

**The Dugout - 28th June**

VIDEOURL: <https://www.youtube.com/watch?v=Y7DTE2GNZZ8>

**The Dugout – 3rd July**

VIDEO URL:<https://www.youtube.com/watch?v=GWJP4dd4Alg>

**The Dugout - 12th July**

VIDEO URL: <https://www.youtube.com/watch?v=PNgG5wtBZdI>

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