**FACT SHEET**

* The AKTIV Against Cancer Foundation was founded in Norway in 2007 by Grete Waitz and Helle Aanesen. The purpose is to promote physical activity and support the fight against cancer.
* Grete Waitz is a former World Record Holder and nine time winner of the New York City Marathon. She lost her fight against cancer in April 2011.
* adidas and Grete Waitz launched a long-term partnership in 2009 to raise funds and awareness for AKTIV Against Cancer.
* adidas has since expanded the support for AKTIV Against Cancer with the Modern Classic Marathon ’10 collection of apparel and footwear, which brings the classic looks from 1983 (the year Grete became the first female IAAF World Marathon Champion in Helsinki), together with adidas technologies of today.
* In 2013 the visibility of the cooperation will increase as adidas’ top 15 assets will carry the symbol of the AKTIV foundation on their competition wear.
* To support AKTIV in their work, adidas donates 2% of the sales generated by AKTIV footwear and apparel to this charity. All pieces in the collection feature the AKTIV logo, colours and design elements.
* In 2013, the AKTIV foundation expanded its support to include the greatest male distance runner of all time: Haile Gebrselassie. Haile joins the fight as an ambassador with adidas donating 2% of the sales generated from the men’s collection to support an exchange program educating oncologists in Ethiopia.

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