**Adidas Ghana launched at Nester Square, Accra**

**adidas partners with Nutmeg to officially launch three stripes in Ghana**

Adidas Ghana was officially launched at a star studded festival of sport and style in Accra on 27 November. The godfather of Hiplife, Reggie Rockstone, Dblack Rev. Osei Kofi, the former Black Stars skipper, Coach Ibrahim Sunday, former Black Stars player and coach of some Ghanaian celebrities and Pop princess MzVee were just a few of the celebrities in attendance. The guest of honour was the Deputy Minister of Youth & Sports, Hon. Vincent Oppong-Asamoah.

In his delivery, the Deputy Minister revealed that some of Ghana’s greatest accomplishments in football were achieved in Adidas jerseys as the brand once supplied kit for the national team. He accounted how Ghana became the first African country to win an Olympic medal, after the Black Meteors won bronze at the Barcelona Olympics. Three years later, Coach Sam Arday led the Starlets to conquer the world wearing Adidas jersey and boots.

Senior New Business Development Manager of adidas Africa, Astrud Meintjes expressed delight for the brand’s entry into the Ghanaian market, that represents a new era for the brand’s expansion into more African countries. The stores in Ghana rival some of the best in the world, offering a blend of performance and style items that will revolutionize the consumer experience in Ghana.

The Nester square store will be opened for operation on Monday 1st Dec with the Westhill Mall store, on the outskirts of Accra, opened a month earlier on 30 October.

For up-to-date news from adidas Ghana, visit:

The adidas go #allin blog: [adidas.com/goallin](http://www.adidas.com/com/goallin/)

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