



A PRESS RELEASE FROM THE DESK OF

SILAS BAXTER-NEAL

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**adidas® Skateboarding Issues Press Statement From adidas CEO on the Silas ADV
Rare Day-in-the-Life Video: Go Behind Closed Doors with adidas CEO Silas Baxter-Neal
and His Executives Dennis Busenitz, Jake Donnelly, Pete Eldridge and Tim O'Connor**



additional images here

Greetings Esteemed Members of the Press,

For several decades, we at adidas have tirelessly worked to design and engineer the greatest shoe in the history of our vast universe. As the proud CEO and genius mastermind of adidas — I am overjoyed to announce something so momentous that it signals a tipping point in human history: the Silas ADV.

That's right, ladies and gentleman, another one of my shoes! But it's not just another one of my shoes, I have bestowed onto the world the greatest shoe ever. On par with evolutionary moments like the weaving of banana leaves to cover tribal feet or when rubber soles met cloth laces, the Silas ADV is simultaneously the most aesthetically pleasing and most technically advanced shoe to ever grace this green earth.

As the truly great leader that I am, I pulled together the world's nerdiest scientists, several astronauts and a slew of super computers to deliver a shoe with one focus: board control. The Vector Traction outsole doesn't just sound super fancy, it provides unparalleled grip with a sexy herringbone pattern for the best-looking Kickflips in the history of the sport. My team of geniuses made sure that the gusseted tongue was designed to stay out of your way while providing some serious all-over support.

Because no feat is too small at adidas — including hilarious puns! — we kept the same classic skate shoe vibe with a vulcanized board feel, but then tricked out the cushioning with a PU Molded Sockliner for 23rd Century comfort and protection. That's straight from the future to your feet.

The Silas ADV will be available in two colorways — black/white and gray/white. This is a shoe created by and for serious skaters like me...mostly me. I have caught a few staff members around the water cooler referring to me as SOTY Baxter-Neal, which is a bit embarrassing. I mean, I am human...maybe superhuman.

And without further adieu, I also allowed the world a rare glimpse into my incredibly hectic and vitally important day with an Academy Award-contending video. We're talking high drama, incredible special effects, suspenseful turns and terrifying scares. You'll cry, you'll laugh, you'll learn and, most generously, you'll get a first-hand experience of the intensity and commitment it takes to achieve the countless success I endure every day as the CEO of adidas. I do everything around this place, including the press releases — my world renowned generosity and modesty isn't without merit.

Step Into It,

SILAS BAXTER-NEAL

Silas Baxter-Neal
CEO of adidas
(and eventually the world)



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