

**KANYE WEST AND ADIDAS ORIGINALS ANNOUNCE GLOBAL LAUNCH EVENT FOR YEEZY SEASON 1 & THE YEEZY BOOST WITH LIVE WORLDWIDE SIMULCAST, THURSDAY, 4:00PM EST**

**SIMULCAST EVENT FROM NEW YORK CITY TO STREAM IN 42 THEATRES WORLDWIDE – FANS MAY REQUEST TICKETS AT YEEZY.SUPPLY WEBSITE**

**(Feb. 11, 2015 – New York, NY)** **Kanye West** and adidas Originals announce today the global launch event for YEEZY Season 1 and the new sneaker, the **YEEZY BOOST**: an extraordinary worldwide simulcast event that will take place live in New York City on Thursday afternoon, February 12th, at 4pm and streamed to 42 theatres around the globe featuring a performance by **Vanessa Beecroft**.

**Kanye** announced the simulcast via Twitter on Wednesday. Through his yeezy.supply website, which was mysteriously unveiled last week, fans may request tickets at 42 participating theaters across the globe (three continents and 13 countries: Australia, Belgium, Canada, Czech Republic, Finland, France, Germany, Ireland, Russia, Spain, Sweden, UK, and the US). Some fans who arrive to theaters early enough will receive a special Yeezy windbreaker.

The **YEEZY BOOST** will be released in New York on February 14th, against the backdrop of Fashion Week and the NBA All-Star Game. Reservations for select adidas stores, Foot Locker and Champs locations can be made prior to release day through the adidas **Confirmed** app, a first-of-its-kind sneaker reservation app that will change the way the industry goes to market by simplifying the reservation process and putting consumers first. Limited pairs of the **YEEZY BOOST** will be available at other select retailers in New York.

Bringing to life the ultimate in music, culture and fashion from Kanye, the **YEEZY BOOST** is his first collaboration with adidas Originals. The limited-edition trainer, which will debut later this month, is exquisitely designed featuring beautiful yet simple materials. The silhouette transcends footwear trends and champions the next way of thinking about sneaker fashion. Featuring adidas’ coveted boost cushioning technology, the **YEEZY BOOST** will combine the ultimate in comfort and performance with high-end style.