



## THEO WALCOTT JOINS ADIDAS

### WALCOTT BECOMES THE LATEST GLOBAL TALENT TO SIGN WITH ADIDAS



**London, 20<sup>th</sup> February 2015** – adidas have today announced that England and Arsenal forward, Theo Walcott has signed a long term deal with the brand. Walcott will become one of the leading faces of the brand globally and will wear the new adiZero F50 for the first time against Crystal Palace tomorrow.

Walcott comments on the new deal: *"I am excited to be joining adidas and lining up alongside some of the world's best players. The adidas adiZero F50 is an exceptional boot and I am looking forward to wearing the boots and scoring goals in them."*

Global Director of Sports Marketing, Gregory Fernandez comments on the deal:

*"We are immensely proud to have signed Theo Walcott to become part of the growing adidas family which includes some of the best players in the world. Theo is an exceptional player who has achieved so much in his career to date and we look forward to being part of that next chapter with him as one of the faces of the adidas F50."*

Walcott will become part of the latest adidas campaign, #therewillbehaters which is themed around the "motivation of hate" and how sometimes that reaction can be the ultimate compliment from fans, the media and fellow players alike.

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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, Thomas Müller, Arjen Robben, James Rodriguez, Karim Benzema and Bastian Schweinsteiger.