

**FOR IMMEDIATE RELEASE**

**June 29, 2015**



## **adidas Unveils the Dorado ADV Boost™ Skateboarding's Latest Evolution in Performance Footwear**



(Portland) adidas Skateboarding announces the adidas Dorado ADV Boost™—the brand's most innovative skateboard shoe to date. Built from the tooling of its predecessor, the ADV Boost (released in a limited quantity earlier this year), the Dorado ADV Boost offers exceptional step-in comfort, energy return and unmatched protection to a sleek soccer-inspired upper with a modern twist.

Utilizing adidas' game-changing Boost cushioning technology, the Dorado ADV Boost features a midsole partially comprised of thousands of energy capsules that outperforms traditional EVA material. The result is a skateboard shoe engineered for maximum energy return upon impact and superior shock absorption without packing out.

The Dorado ADV Boost features premium details and color accents to its stylish, classic suede upper complete with a TPU overlay for abrasion resistance. A mesh internal bootie provides next-level support and fit for high-impact skateboarding and the cool-wearing breathability of SPRINTSKIN provides light-weight ventilation for long sessions in the heat. An articulated tongue stays secure around the foot while the Vector Traction outsole lends a durable grip and heightened board control.

Dorado ADV Boost launches in three distinct colorways: Collegiate Navy / Solar Yellow / White, Black / Iron Metallic / Copper Metallic, White / Collegiate Red / Black and is available on July 1, 2015 online and select retailers worldwide.



Complete set of imagery for Dorado ADV Boost™ can be found [here](#).

### **About adidas Skateboarding**

Founded in 1998, adidas Skateboarding creates footwear and apparel for skateboarders distributed through a global network of skateboarding retailers. adidas skateboarding supports a group of iconic, elite, and trend setting professional and amateur skateboarders from all over the world including Mark Gonzales, Dennis Busenitz and Na-ke Smith. adidas Skateboarding is a segment of adidas Originals, a division of the adidas Group.

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