



## ADIDAS SHOWS THAT CREATIVITY IS WHAT DEFINES ATHLETES IN NEW GLOBAL CAMPAIGN

**Herzogenaurach/Portland, Ore., February 4, 2016** – adidas today premiered a new series of films kicking off the brand's Sport16 initiative, underlining adidas' leadership and passion for sports.

The first chapter of films, "I'm Here to Create," is told through a female athlete's lens and stars global tennis icon Caroline Wozniacki, WNBA All-Star Candace Parker, supermodel/entrepreneur Karlie Kloss, tennis star Ana Ivanović, soccer prodigy Morgan Brian, DJ Hannah Bronfman, street athlete Robin Arzon and fitness artist Nicole Winhoffer, among others.

"Who I am is not defined solely by what I achieve on the tennis court," said Wozniacki. "My passions and creativity off the court inspire me to be a better athlete and this film series brings together everything that makes me uniquely me. It is exciting and inspiring to be part of a larger group of women who share this same creative mindset."

The "I'm Here to Create" film series, created in partnership with 72andSunny, brings to life authentic stories of real female athletes, who show the world the numerous ways in which they embrace creativity to tackle challenges, defy conventions, express themselves and fuel experimentation all in the name of sport.

[Wozniacki's](#) film highlights how her unconventional forms of training fuel her game on the court while [Parker's](#) story centers on her redefinition of motherhood. [Bronfman](#) explores her continuous path of reinvention to create the unexpected, [Arzon](#) has reinvented herself through sport after an almost near-death experience and [Winhoffer](#) re-shapes traditional workout routines to engage broader audiences in sports.

Through "I'm Here to Create," adidas will empower athletes across the world to declare how they bring creativity to sport and to celebrate those in their life who have inspired them to push beyond the norm.

"We remain relentless and loud in our pursuit of being the world's best sports brand," said Lia Vakoutis, adidas' Senior Director of Global Communications. 2015 was about challenging athletes to [create their own game](#) while 2016 focuses on owning creativity in sports. The 'I'm Here to Create' films engage athletes' imaginations to use creativity to push their own athletic and personal boundaries. We will continue to celebrate athletes and influencers who reshape traditional views of sport through creativity this year."

The new film series is an extension of adidas' three year brand plan that kicked off in 2015. "I'm Here to Create" features 15 and 30-second spots for each athlete that debuted online today and will air globally in more than 50 countries during key moments including UEFA Champions League, The GRAMMYS, the BRIT Awards and the Oscars, among others.



"We are obsessed with the versatile female athlete – women who love sports, make decisions every day to live an active life and are helping to change sports around the world," said Nicole Vollebregt, adidas' Head of Women's. "In 2016, we will consistently roll out women-focused activations, partnerships, products and events that will allow us to further connect with this athlete on a personal level."

The "I'm Here to Create" film series builds on adidas' momentum across sport and style. Starting the new year, adidas launched the world's first high performance laceless soccer cleat, the ACE16+ Purecontrol and last week, the brand unveiled the Pure BOOST X running shoe, built specifically for women and featuring a first of its kind floating arch. Over the next month, fans will see the best of adidas on the world's biggest stages, including Super Bowl 50, UEFA Champions League, New York Fashion Week, NBA All-Star Weekend, The GRAMMYs and the NFL Combine.

Athletes can join the "I'm Here to Create" conversation via #heretocreate on @adidas Twitter, Instagram and Facebook channels and view all films in the series via [www.youtube.com/adidas](http://www.youtube.com/adidas), [www.adidas.com/heretocreate](http://www.adidas.com/heretocreate).

#### **About adidas**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

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