**adidas’ new TANGO LEAGUE begins**

**Johannesburg, 07 March 2017** – adidas South Africa is launching a brand new series of football events named TANGO LEAGUE which starts on the 25th of March 2017.

The Tango League concept was initially revealed at the launch event of the adidas Football Base Jo’burg last month, an exclusive new football facility in the heart of Johannesburg’s northern suburbs.

Tango League will start play in March 2017 and will culminate in May 2018 prior to the World Cup Finals taking place in Russia over June/July 2018. adidas will host a series of tournaments, with each tournament comprising of 8 teams that will be selected via an online registration portal. The 8 teams will battle each tournament out in a 4 v 4 format with each match lasting 10 minutes.

It’s not just football skill, ability and prowess that will set each player apart as adidas are looking for athletes who are also active on social media platforms. Football ability and social media activity will be key, as players earn points for the right to top the Tango League leaderboard. This ranking system will see players earn points for what they do on the pitch, as well as how active they are on twitter and Instagram.

In addition, players will be also be vying for the right to be crowned the tournament MVP which results in the event standout player winning an adidas boot deal and getting a points boost on the leaderboard. The ultimate Tango League MVP could win an exclusive opportunity to attend an adidas Global Tango League event abroad.

Adrian de Souza, head of Football at adidas South Africa is excited about what the Tango League series will bring to the table, “this tournament will merge football talent, look for brilliant young creators and be played at a world class venue and we’re looking forward to seeing how all this comes together,” he said. “These young creators are active across social media on a daily basis and we have now added a digital element to football which brings two passion points together in a very functional way.”

Spectators are welcome from 10h00 on Saturday, 25 March 2017 at THE BASE, Unit 5, Cambridge Commercial Park, 22 Witkoppen Road, Paulshof, Johannesburg.

For further information please visit [http://www.adidas.com/tangoleague](https://protect-za.mimecast.com/s/ndawB8tnrv6h4?domain=adidas.com)or follow **@adidasZA** on twitter and Instagram to join the conversation.

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**For further media information please visit**

[**http://newsZA.adidas.com/**](http://newsZA.adidas.com/) **or contact:**

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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 Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.