**adidas Introduces ALL DAY – New All-Around Fitness App Inspired by Sport**

* adidas ALL DAY offers daily ideas, techniques and inspiration from leading experts across the four key drivers of athletic performance: movement, nutrition, mindset and rest
* The app experience is based on sports, data and behavior science insights from innovative industry partners to keep you engaged in your fitness journey
* Sign-up is now open to be amongst the first to experience ALL DAY ahead of public release this summer

**Portland, Tuesday 28 March 2017** – adidas today shared [a first look at adidas ALL DAY](https://youtu.be/GvQfVjpDTwM), an all-new app that delivers a 360 approach to fitness to motivate you on the path to a stronger, more balanced you.

Putting into practice key learnings from sport, ALL DAY expands on what it means to train, providing inspiration around the four key drivers of athletic performance:

* **MOVEMENT**: Core to our health, strength and well-being
* **NUTRITION**: The fuel we need to thrive
* **MINDSET**: Staying centered and focused on the game plan of the day
* **REST**: Taking the time to recharge our bodies and mind

ALL DAY serves up a wide variety of short-term routines and practices called Discoveries across the four drivers of performance and well-being. Each Discovery is grounded in science, and new ones will be featured monthly to keep things fresh. Twelve Discoveries will be available at launch, including clean eating tips from chef Candice Kumai, workout sessions from yoga teacher Adriene Mishler and celebrity trainer Stephen Cheuk, as well as a custom mix of music designed to help you sleep from DJ Nina Las Vegas, and more. You can try them out and discover what works for you whether at the beginner, intermediate, or advanced levels of fitness.

**Stacey Burr, VP and General Manager – adidas Digital Sports said** “adidas ALLDAY will initially focus on the female athlete who seeks variety and likes to try new things to challenge and inspire herself to be better every day. With an experience powered by rich scientific insight, the app makes fit living more approachable while still keeping it fun.”

Through Open Source Collaboration with industry-respected partners in health and sport, the app has been informed by the best thinking across Sports, Data and Behavior Science. Partnering with The American College of Sports Medicine (ACSM), the largest sports medicine and exercise science organization in the world, ALL DAY integrates highly credible sport science research and insights from ACSM’s expert network into the app experience. To round out the sports science expertise with applied sports science, adidas long-standing partner EXOS, the leader in the field of human performance, brings the app tried and true training best practices as well as elite insights and tips from years of experience training athletes of all levels.

Foundational to the app is data-driven behavior science. ALL DAY incorporates best practices in this field to promote healthy behaviors, like the transtheoretical model (TTM) of behavior change, which provides strategies and processes to work with where you are in order to help you get to where you want to be. And to help further advance the data-driven understanding of behavior and engagement to improve health, Verily, Alphabet Inc.'s subsidiary focused on healthcare and life sciences, will be providing advisory support.

**Availability:**

adidas is inviting you to [sign-up](http://www.adidas.com/allday) to be among the first to experience ALL DAY ahead of the public release this summer, with a limited group of people selected to take part in a closed beta program to help define the app experience for launch. The app will be free and is compatible for both iOS and Android devices.

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**Notes to Editor:**

**About adidas Digital Sports**

adidas Digital Sports products are for anyone who wants to train for his or her favorite sport, general fitness or just for fun. Bringing the knowledge and experience of adidas’ elite coaching partners to the masses, Digital Sports provides users with all the tools they need to track performance and monitor progress to get the results they want both in game and in training.

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