



Performance with purpose; adidas introduces Parley editions of game-changing running footwear



Herzogenaurach, April 21st, 2017 – adidas today revealed Parley editions of UltraBOOST, UltraBOOST X and UltraBOOST Uncaged, all in a fresh blue colourway inspired by the shades of the oceans. Using marine plastic debris, adidas is turning a threat into a thread to form signature elements of its iconic performance-led designs. This latest milestone in the partnership reflects both parties' commitment to the oceans through a mutual focus on the implementation of the Parley A.I.R Strategy - avoiding virgin plastic, intercept plastic waste, and redesigning new alternatives; challenging the status quo together, one step at a time.

Reusing an average of 11 plastic bottles per pair, **UltraBOOST Parley, Parley UltraBOOST X** and **UltraBOOST Uncaged Parley** feature laces, heel webbing, heel lining, and sock liner covers made from recycled PET material. Not only do the latest additions to the adidas Parley collection have a purpose, they also deliver the same elite performance with every stride.

Key benefits include:

- **Primeknit** – wraps the foot to supply lightweight comfort and fit; made from up to 95% Parley Ocean Plastic™



- **Heel fit counter system** – supportive heel construction, designed to enable free motion of the Achilles
- **Torsion system** – made from a renewable source, the system supports the foot's natural flex from heel to toe
- **Rubber outsole** – with superior grip that adapts to every runner's foot strike by moving in harmony with boost to provide a smoother and more flexible ride
- **BOOST** – industry-leading, ultra-responsive comfort and cushioning that stores and returns energy every time the foot hits the ground

UltraBOOST X Parley also features the distinctive Adaptive Arch, ensuring freedom of movement during a run, for increased comfort and support.

Mathias Amm, Product Category Director, adidas Running, said: *"The new additions to the adidas x Parley collection are another step in our journey to creating one million pairs of UltraBOOST from up-cycled marine plastic. As a global brand we have a responsibility to help change the world for the better. These designs reflect our support for a great cause, while delivering the exceptional performance we are renowned for - a powerful combination, which we hope will excite and inspire our global community as much as it does us."*

Additionally, as part of its commitment to create a global movement, adidas calls on its global community to join the **adidas x Parley Run for the Oceans digital event** – hosted by Runtastic, and taking place around World Oceans Day 2017 (June 5-11). Runners are invited to show their commitment to the cause by joining the run - from the city streets, the beach, or wherever they happen to be during that week.

To find out more, get involved and sign up, please visit adidas.com/runfortheoceans.

UltraBOOST Parley, UltraBOOST X Parley and UltraBOOST Uncaged Parley will be available from May 10th in-store and online at adidas.com/Parley. Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using #UltraBOOST #adidasParley.