



**adidas Running invited street runners from around the globe to race against elite athletes in Berlin to put the new PureBOOST DPR shoe to the ultimate test**

- Elite athletes challenge over 100 runners to sprint against them during 'The Art of Street Running' experience
- adidas' community of global runners harnessed the energy of the city during a night run packed with unpredictable surprises
- Dropped low and wide, the PureBOOST DPR takes runners closer to the streets



**Berlin, May 20<sup>th</sup> 2017:** Last night adidas Running's worldwide community of runners took part in a street running event in Berlin to celebrate the PureBOOST DPR. Global media, influencers, adidas Runners community, running crews, elite athletes and the Speed Squad came together to take on the city streets at night and experience the performance running silhouette.

The event was designed to champion those who adidas describe as 'street artists' - runners who explore the unexplored parts of the city, taking on the unpredictability of the urban



landscape with each stride. Runners from around the world were challenged to experience this raw, unfiltered running style for themselves.

After a street art exhibition, guests **HIT THIS GROUND RUNNING** and conquered a 6km run through Berlin, tackling 'DPR moments' - obstacles and distractions including streetlights, traffic, sharp corners, speeding bikers, and more. With ease thanks to the new agile and adaptive design features of the PureBOOST DPR including an 8mm heel-to-toe offset for a natural and adaptive BOOST experience, and a wider forefoot which provides a more stable platform for pivotal transitions when running around corners or over varied and unpredictable surfaces in the city.

For the first time, adidas invited their elite track and field athletes from South Africa, the USA, The Bahamas and Australia including **Wayde Van Niekerk (South Africa), Akani Simbine (South Africa), Noah Lyles (USA), Tori Bowie(USA), Shaunae Miller (Bahamas) and Sally Pearson (Australia)** to join the experience and race against guests during a surprise 100m 'sprint zone'. The event culminated in a Block Party celebration at adidas Runbase where guests enjoyed live music from DJ Batman and Ahzumjot as well as food, drinks and more opportunities to test the shoe.

Philipp Schapitz, Director Communications adidas Running said, "The PureBOOST DPR event celebrated street running creators - those who know their city better than anybody else and are not afraid of exploring it. It was amazing to bring together our communities, as well as our athletes and empower them all to feel the pulse of the city."

Wayde Van Niekerk, Olympic gold medalist and World Record Holder added, "It was a unique and special experience for me to leave the track and take to the streets, at night, to race against some of adidas' fastest community runners."

*The adidas PureBOOST DPR is available now at [adidas.com/PureBOOST](https://adidas.com/PureBOOST). Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using #PureBOOST DPR.*