**adidas Unleashed**

**ADIDAS UNLEASHED**

In tandem with, and complementing the message of positivity communicated in the new “[Create Positivity](https://www.youtube.com/watch?v=Vj6meQG6JmY&feature=youtu.be)” multi-dimensional campaign, adidas will kick off the “adidas Unleashed” series. This long-term initiative was created by adidas for one purpose: to inject creativity into sport and spark positivity by offering a unique platform in which young athletes can experience sport, creativity, style and personality.

The program brings principles of informality, play and inspiration to otherwise traditional grassroots events and invites high school athletes to share in immersive experiences at five camps this summer: 7v7 (Football), High Performance Championship (Volleyball), LVL3 (Basketball), Elite Soccer Program (Soccer) and East Coast Pro (Baseball).

“adidas Unleashed” will kick off in Los Angeles with a football experience on July 12followed by volleyball from July 18-22 in Ft. Lauderdale, basketball from July 27-28 in Las Vegas; baseball from August 1-4 in Tampa and soccer from July 30 – August 3in Chicago**.**

**UNLEASHED GRASSOOTS EVENTS**

**adidas 7v7 Football Event – Los Angeles, CA (July 12)**

The nation’s elite high school football players are invited to participate in drills and compete in a 7v7 tournament in a fun and unique environment that encourages creative energy on and off the field. In between all the action, an exclusive player lounge with a DJ, video games and interactive stations serve as a source for inspiration, creativity, collaboration and sharing.

**adidas Volleyball High Performance Championship – Ft. Lauderdale, FL (July 18-22)**

The High Performance Championships host the top youth volleyball players in the United States. Working to bridge the youth of the sport and the US Olympic Team, athletes are chosen through a series of national tryouts. The program allows athletes to work alongside with Team USA and their coaching staff, creating a pipeline for volleyball athletes who aspire to reach the elite level of their sport. Some of the athletes at this event may have a spot on future USA National and Olympic Teams.

**adidas LVL3 – Las Vegas, NV (July 27-28)**

LVL3 is an immersive brand experience for the high school basketball creators and amplifiers during the Las Vegas Summer Championship. adidas creates an engaging multifaceted playground for the athletes to explore, create, share and be inspired by the brand.

**adidas East Coast Pro Showcase – Tampa, FL (Aug. 1-3)**

The East Coast Pro Showcase is an annual event that hosts the top 150 high school baseball players in the Eastern United States. Put on by MLB scouts for scouts, players are personally selected to get an opportunity to showcase their skills in combine drills and games at Steinbrenner Field. The event has hosted some of the top current MLB athletes including Carlos Correa, Billy Hamilton and 75-110 players who attend this event are drafted by MLB teams annually.

**adidas Elite Soccer Program (ESP) – Chicago, IL (July 30 - Aug. 3)**

The adidas Elite Soccer Program (ESP) brings the top-50 players from Major League Soccer academies together for a five-day camp in Chicago, alongside the 2017 MLS All-Star week activities and game vs. Real Madrid. The players will have an opportunity to finesse their skills while proving their creativity on and off the field. The highlight of the camp will be an East vs. West match hosted at Toyota Stadium, the home of the Chicago Fire, on Aug. 1.