

adidas launch official Virgin London Marathon kit

As the running season takes hold, adidas, Official Supplier to the Virgin London Marathon (VLM), has launched the official 2011 clothing range for the event, in this year's must have colours, white, black and intense green.

The full 25 piece range includes technical t-shirts, jacket, shorts and leggings and is now available to buy nationwide through adidas performance stores, London Marathon Stores and online at www.virginlondonmarathon.com.

Whether you're a first timer or a seasoned runner the official range offers both comfort and style. When going the distance the kit you are wearing can make all the difference. The adidas VLM apparel range houses unique, inbuilt technologies such as CLIMACOOL® ventilation and FORMOTION™ muscle support to help keep you cool, dry and comfortable when it matters most.

An adidas spokesperson commented,, "As race day draws closer and your training builds it's important to feel confident and calm about the race. The adidas official VLM kit range is specifically designed with this in mind, and knowing you're in the right kit is one less thing to worry about!"

The Virgin London Marathon takes place on Sunday 17th April this year. For more details please visit www.virginlondonmarathon.com

To see the full product range go to www.virginlondonmarathon.com

For more information contact Harriet Courage at adidas@ktbpr.com or 0207 924 7214



Featured product details

Supernova Racer

For a more competitive edge, the adidas Supernova™ Racer running tank top combines strategic CLIMACOOL® ventilation, FORMOTION™ muscle support and also has a media-player pocket and miCoach compatibility for audible coaching.

RRP £25.00

Response Long Sleeve Zip Fleece

An ideal layer for cold-weather runs, the adidas RESPONSE™ Long Sleeve Zip Fleece running jacket features breathable CLIMAWARM™ insulation and a dual-layer construction for warmth and comfort. Zip pockets provide secure storage for keys and other small items

RRP £35.00

Supernova Seven-Inch Shorts

When you're running the distance, weight and heat build-up can seriously compromise just how far you go. These lightweight adidas Supernova Seven-Inch Shorts deliver all-over CLIMACOOL® ventilation and feature FORMOTION™ muscle support and miCoach compatible

RRP £25.00

Supernova Short Sleeve Tee



Press Release

As the weather heats up, this adidas Supernova Short Sleeve Tee is CLIMACOOL® ventilated to keep you dry and comfortable. Features breathable mesh inserts, FORMOTION™ muscle support, and miCoach compatibility for training.

RRP £23.00