



## Победа начинается с тебя

*– adidas и РФС представляют  
новую форму сборной России по футболу –*



Today, at the exhibition center “Solyanka Gallery” adidas and the Russian Football Union presented the new UEFA Euro 2012™ jersey.

The event was hosted by sports commentator Victor Gusev. Brand Director adidas Sport Performance Marc Le Roux, President of the Russian Football Union Sergey Fursenko, adidas marketing representative Ekaterina Komarova, striker of the Russian national team Alexandr Kerzhakov and players Roman Shirokov and Denis Glushakov took part at the presentation.

New jersey encompasses the elements of Russian original design, that correspond with the cultural heritage of the Russian people. The jersey is adorned with the symbol of the national flag in the form of diagonal chest stripe and sophisticated chainmail armor ornament that recalls

the times of Russian bogatyrs and represents the valor and courage of the Russian national team players.



“Victory starts with you” campaign was also launched at today’s event. The core of the campaign is supporters’ belief that helps players to win, never give up and fight to the end. Victory begins with belief, our belief. “It’s very important for us to see that fans believe in us, belief is the key to success,” – says striker Alexander Kerzhakov.

Ivan Okhlobystin, band Serebro, Noize MC, Irina Slutskaya, Evgeny Plushchenko, Mikhail Boyarsky, Tutta Larsen and many other sports and pop stars gave their promises to believe in the victory of the team. They addressed their video greetings to the players and promised to support them whatever happens.

The guests of the event witnessed a true historical moment: Sergey Volkov, flight engineer of Expedition 29 aboard the International Space Station, personally promised to support the

Russian national team. For the first time in history a football jersey was taken to the space and the International Space Station cosmonaut personally expressed his belief in the team.

Over 70 journalists visited the event, including 9 TV channels, among them Russia-2, Russia Today, NTV+, RBK, TV-Center, MTV, Muz-TV and others.

The team will wear the new kit for the first time at friendly with Greece this Friday, November 11.

New outfit will be available in adidas Performance stores from 10 November onwards, as well as on [shop.adidas.ru](http://shop.adidas.ru).

You will find the event pictures and video from the space here

Victory starts with YOU!

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