

## adidas Predator tour 2012

The new football shoes adidas Predator® Lethal Zones went through the whole country.



June 2012, in a series of several consecutive weekends, adidas introduced its latest weapon - Predator® Lethal Zones. The ultimate boot for controlling the game.

Complete with five deadly zones for controlling the game, the Predator® Lethal Zones positions an arsenal of possibilities at a player's feet. To test these unique zones, we created a special football playground with five hurdles, each of which corresponded to a concrete zone: one zone for high-speed dribbling, another for perfect first touch, a sweet spot to generate pace while striking at goal, a driver to open up the game with long distance passing and a fifth zone for precision passing. Five lethal zones, one deadly result: Perfect Ball Control.

On 9th and 10th of June, adidas Predator Tour 2012 visited Plovdiv and Stara Zagora cities. The tour left behind a trail of bright passionate football emotions. Many young football hopes showed their skills on the ground, and the best of them tried the sweet taste of the victory.



On 15th, 16th and 17th of June, adidas Predator Tour 2012 passed through Burgas and Varna cities and heated the football passions to the utmost. On the specially constructed adidas ground, participants gave the best of their selves to go through the five hurdles and reach the ultimate goal - the big prizes.



On 23rd and 24th of June, adidas Predator Tour 2012 returned to the capital, where held the final phase of the tour. Despite the big heat, participants did not surrender and stood face to face with the predator on the ground.



All attendees had the opportunity to explore and test the new football shoes adidas Predator. All participants received special booby prizes – pictures in adidas branded frames and bracelets, but the best of them were worthy awarded.

In a 90-minute game you only have 90 seconds on the ball. Every touch counts.

For pictures and more information visit: <http://adidas-predator.webxploit-bg.com/>



PR Contacts:  
 Magdalena Marinova \ Account Executive  
 1 Banat Str., 1407 Sofia, Bulgaria,  
 +359 2 969 4444 t, +359 2 969 4445 f  
 magi@bars.bg