

**DAVID BECKHAM POPS UP AT ADIDAS PHOTOBOOTH**

**23RD JULY 2012 – LONDON -** The surprise of a lifetime was unveiled at Westfield Stratford City today as adidas brought astonished shoppers face to face with global icon David Beckham.

Unsuspecting members of the British public were asked to show their support for Team GB by stepping into a photo booth themed around ‘Take the Stage’. Sixty lucky people were then stunned as David Beckham appeared from a hidden section of the booth during their experience.

During the last month adidas have been capturing Team GB athletes like they've never been seen before through a specially installed photo booth at the kitting out process. The 'Take the Stage' booth at Westfield Stratford City was a chance for people to feel part of the process and get behind the British athletes, but with an unbelievable twist. Not only were the 60 lucky people able to pose with Beckham but they also got an intimate "audience with" the superstar where he answered questions on everything from his future plans through to why he is such a fan of pie and mash!

After the event Beckham said; "It was a unique experience for me and the people who took part and there were some great reactions when we surprised them in the photo booth. I always love coming back to London and the activity was a great opportunity for me to get involved in the adidas take the stage campaign and get behind Team GB."

The adidas ‘Take the Stage’ marketing campaign is a celebration of the rich, diverse talent that exists within the three worlds of the adidas brand – street, style and sport. The latest campaign, aimed at inspiring the next generation to ‘Take the Stage’, features Team GB athletes telling their personal stories and journeys through TV advertising as well as poster campaigns across bus stops, London buses, and big poster sites around town.

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**Ends**

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