**Robert Griffin III TRAINS FOR WEEK ONE**

**in NEW adidas TV SPOT**

**PORTLAND, Ore.** – **February 19, 2013** – adidas today debuts its latest TV commercial on [YouTube](http://www.youtube.com/watch?v=ppshUEANHCk&feature=youtu.be), starring NFL Rookie of the Year Robert Griffin III of the Washington Redskins training for week one in the new adidas Impact Camo collection.

The 30-second spot titled “Blow Up,” showcases RGIII, Notre Dame and high school national football champion John Curtis (LA.) High School in their offseason workouts putting wins and losses behind them to prepare for the start of next season as stadiums and trophy cases explode around them.

"While other players rest after state championships, bowl games or playoffs, the best athletes know there are no days off and training starts the minute their last game ends," said Griffin III. "Records, awards, wins and losses are now in the past and it is all about getting ready for week one."

The Impact Camo men’s collection provides premium head-to-toe equipment designed to take the world’s best athletes’ off-season training to the next level. Inspired by the relentless work ethic of RGIII, Impact Camo features adidas’ darkest onyx over the brightest infrared with bold color and prints to evoke speed and agility. Unlike traditional camo that blends in, this collection’s aggressive pattern is designed to be visible and disruptive.

“Athletes like Robert Griffin III don’t train to be average – they train for impact,” said David Baxter, vice president of sport performance for adidas America. “Impact Camo screams confidence and is designed for athletes to own the spotlight and be unstoppable.”

The collection includes TECHFIT compression tees, graphic tees, hoodies, shorts, pants, Team Speed socks, Crazy Fast running shoes, Speedcut Trainer and CrazyQuick football cleat. The Crazy Fast is available for $100 and is designed to be light and fast without sacrificing support. The Speedcut Trainer, also $100, is a new lightweight training shoe engineered to add strength, speed and stability to workouts.

Ranging from $15 to $100, the Impact Camo men’s training collection is available now on [adidas.com](http://adidas.com/)/training and at adidas performance stores and sporting goods stores nationwide in March. The CrazyQuick football cleat hits stores in May.

adidas innovates high performance apparel and footwear that empowers athletes of every level to get better. For more information visit [facebook.com/adidasfootballUS](http://www.adidas.com/) or engage the conversation via Twitter [@adidasUS](http://www.twitter.com/adidasUS) and [#allinforweek1](https://twitter.com/search?q=allinforweek1&src=typd).

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