**EMBARGOED UNTIL 1st March, 2013 0900 (CET)**

**adidas launches Team Messi movement**

***adidas celebrates ‘the Messi way’ with iconic Messi philosophy and video***

**Herzogenaurach / Barcelona – 1st March 2013** - adidas today announced ‘Team Messi’, a new and unique movement dedicated to the world’s best footballer, Leo Messi. The movement recognises the extraordinary skill, style and achievement of Messi, and throughout the campaign adidas will enable fans to get closer than ever before to their footballing hero.

The launch of Team Messi has been marked by the release of an iconic video which captures the guiding philosophy of how Messi plays football. Articulated through a ‘Messi Mantra’, the video highlights the attributes, behaviour and values that make Leo the most admired and inspiring footballer in the world. The video showcases Leo’s flair, honesty, precision and speed; his focus on keeping the game beautiful and keeping the game fun.

The adidas Messi Mantra;

Football is supposed to be fun

So we don’t waste a minute

We stay on our feet

We play the ball, not the ref

We don’t dive to the ground,

because we know, deep down, we shouldn’t be there

They can’t hold us back

We’re keeping the game beautiful

Step by stepover,

Goal by exquisite goal

At speed, and with respect

There are thousands in our ranks

We are Team Messi



*Scene from the Team Messi philosophy video*

Team Messi will bring fans together via an online hub on Facebook. After joining, fans will receive exclusive insight into the world of Messi, providing a unique connection to Leo himself.

Messi fans can also celebrate their hero and ‘play the Messi way’ through the Messi Collection range of boots and apparel, including a signature adizero f50 Messi boot, as featured in the philosophy video.

The creation of a personalised adidas range is a rare accolade, with Messi joining a very small group of iconic adidas athletes to have ever received this honour, including David Beckham and Derrick Rose. The best football player in the world is now coupled with his own signature range.

The boot is available in-store from today ([Friday 1st March](x-apple-data-detectors://0)) and from [www.adidas.com/messi-collection](http://www.adidas.com/messi-collection).

Join Team Messi at facebook.com/teammessi or join the conversation on Twitter @teammessi

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