Murray prepped for Wimbledon whitewash

**NEW adidas KIT COMBINES LATEST IN TECHNOLOGY INNOVATION WITH standout designs**

**25 June 2013:** adidas have revealed the new kit that Andy Murray will wear throughout the Wimbledon Championships commencing on the 24th June.

After his golden summer of 2012, Andy Murray returns to London in 2013 wearing an exclusive apparel collection. In his quest for more British glory Murray will take the court in a classic all-white shirt, short and jacket combination offering ultimate comfort, premium materials and a tailored fit.

Murray’s new look shirt features Climalite technology, designed to remove moisture from the skin and keep the athlete dry and comfortable. Alongside the new shirt, Murray will also be wearing new shorts with a stretch fabric with a tailored fit to ensure freedom of movement around the fast paced courts at SW19.

The new addition to Murray’s look is the pre-match jacket which he will wear before each of his matches on court. The new jacket is a limited edition design which incorporates the latest in technology and modern tailoring.

Alongside his new kit, Andy Murray will also be starring in a new social campaign designed to reward fans around his on court performances at SW19. Living on @adidasUK, fans will see a visual of the grid style court and using #hitthewinner to select a grid reference, fans can follow Murray’s matches and guess which point on the court he will hit his winner from. Each correct guess will reward that fan with a spot prize, including tickets to his next game, adidas kit and limited edition footwear.

**END**

**Technology**

**Andy Murray’s tennis apparel includes:**

* CLIMALITE: Light, breathable fabrics worn close to the skin conduct heat and sweat away from the body to keep you cool and dry in warm conditions.













