**RUN DMC and A-Trak unite**

On 1 August 2013, two music icons go head to head in the ultimate culture clash when [Unite All Originals](http://www.adidas.co.za/originals/#mh:originalscolliderss13) collides hip-hop legends Run DMC with superstar DJ A-Trak as the [adidas Originals](http://www.adidas.co.za/originals/) campaign comes to an end.

[Watch the behind the scenes video](http://www.youtube.com/watch?v=LDXtQ4XdRfc).

Sparks will fly as the true masters of collision, Run DMC, take on the prince of clubs, A-Trak, in the studio to create a new contemporary anthem that will unite all originals. Right from the start, Run DMC have constantly collided with cultures, inspiring others at every turn. The rap pioneers were the first to unite hip-hop with rock and fashion with music. Now they’re at it again in a new-school tussle with the hottest Mixmaster on the planet.

And in the greatest collision of all, fans across the world can unite with Run DMC in an interactive film that brings these legends to life.

Set in New York, Run DMC will be the lead players in a music video that can be controlled by fans. Using voice commands and adding visual effects, fans will be able to influence the video and trigger special effects and animations.

**Visit** adidas Originals’ [Unite All Originals](http://www.adidas.com/unite) and **experience** [The Collider](http://www.adidas.com/unite)

**Follow** [@adidasZA](https://twitter.com/adidasZA) #UniteAllOriginals

For more information on adidas-related news **visit** the [adidas Originals News Stream](http://news.adidas.com/ZA/ORIGINALS)

**Unlock** the[adidas Vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage

**-ENDS -**

#### About adidas\* Originals – The iconic sportswear brand for the street (\*adidas always written in lower case)

#### Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands—adidas Sport Performance, adidas Originals and adidas Sport Style.

#### Although the iconic 3 stripes have been the mark of an adidas sports shoe since the formation of the company in 1948, it was when the company expanded into the leisure sector in the 1960’s that founder Adi Dassler – and his wife Käthe – sought a new, additional identification mark for the brand.

#### In August 1971, the Trefoil was born out of more than 100 ideas. Inspired by the 3 stripes, it is a geometric execution with a triple intersection, symbolising the diversity of the adidas brand and was first used in 1972 at the Munich Olympic Games, and has since become one of the most famous brand emblems in the world, celebrated its fortieth anniversary last year.

#### adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives. Innovative, classic and always authentic – there are certain values that adidas Originals stands for: authenticity, creativity and individuality.

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