**Pep Guardiola announced as adidas ambassador**

**UEFA Champions League winner to**

**front adidas European campaign**

**Herzogenaurach, Tuesday 13th August 2013** – FC Bayern Munich manager Pep Guardiola has been officially announced today as an adidas ambassador. Formerly a cultured defensive midfielder for FC Barcelona and Spain, Guardiola is now undoubtedly one of the best managers in the game and over the course of his career he has become one of the most decorated names in football.

As part of his new ambassadorial role, Guardiola will become the face of this season’s adidas UEFA Champions League campaign, Gamedayplus, which will run for the entirety of the forthcoming European season. Guardiola has won the UEFA Champions League once as a player and twice as a manager and has recently joined the reigning UEFA Champions League holders FC Bayern Munich. Further details on Gamedayplus will be announced in the coming weeks.

Upon signing with adidas, Pep Guardiola said: “It is with great pride that I have signed with adidas as one of their ambassadors. adidas have an amazing heritage but at the same time they are also proud to be at the cutting edge of football and these are two qualities that I really admire. I’m looking forward to fronting their forthcoming UEFA Champions League campaign and fans can look forward to a further announcement in the next few weeks.”

**- END -**

**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL) **or contact:**

|  |  |
| --- | --- |
| Robert Hughes  adidas Senior Global Football PR Manager  Email: [robert.hughes@adidas.com](mailto:robert.hughes@adidas.com)  Tel: +49/9132/84-6856 | Alan McGarrie  adidas Global Football PR Manager  Email: [alan.mcgarrie@adidas.com](mailto:alan.mcgarrie@adidas.com)  Tel: +49/9132/84-4686 |

**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor of the most important football tournaments in the world, such as the FIFA World Cup, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of the world’s top clubs including Real Madrid, FC Bayern Munich, AC Milan, Flamengo and Chelsea. Some of the world’s best players are also on the adidas roster with world class individuals such as Leo Messi, Gareth Bale, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinstegier all sponsored by the German brand.