**adidas unveils BRAZUCa: THE OFFICIAL MATCH BALL OF THE 2014 FIFA World Cup in Brazil**

**PORTLAND, Ore./RIO DE JANEIRO – December 3, 2013** – adidas today unveiled brazuca, the official match ball of the 2014 FIFA World Cup in Brazil.

Brazuca is a breakthrough innovation featuring a revolutionary 6-panel design. Created for every player on the field, the ball features six identical panels alongside a unique surface that will provide improved grip, touch, stability and aerodynamics on the field. Brazuca has been thoroughly tested to meet and exceed all FIFA metrics for an official match ball, ensuring top performance for every condition.

Brazuca was named in September 2012 following a public vote in Brazil involving 1 million soccer fans. The name “brazuca” is an informal local term which means “Brazilian,” or to describe the Brazilian way of life. The colors and ribbon design of the ball panels symbolize the traditional multicolored wish bracelets worn in the country in addition to reflecting the vibrancy and fun associated with soccer in Brazil.

“The FIFA World Cup match ball is the icon of the tournament as the centerpiece of every goal, every play and every touch,” said Ernesto Bruce, director of soccer, adidas America. “adidas has a rich legacy at the World Cup, providing the official match ball for every tournament since 1970. The brazuca is a breakthrough innovation built for every player on the field.”

The brazuca’s thorough two and a half year testing process involved more than 600 of the world’s top players and 30 teams in 10 countries across three continents, making it the most tested ball ever by adidas.

Lionel Messi, Iker Casillas, Bastian Schweinsteiger, Zinedine Zidane, AC Milan, Bayern Munich, Palmeiras and Fluminese were among the top athletes and clubs who tested brazuca. The ball was also tested in competitive international matches at the FIFA U-20 World Cup with a different print design and in a friendly match between Sweden and Argentina in February 2013.

”Brazuca has a stunning design that feels inspired by Brazil,” said 2010 FIFA World Cup winning Spanish captain Iker Casillas. “Now that the ball has been launched the tournament feels a lot closer. I’m looking forward to playing in Brazil with a great ball. Hopefully with brazuca we can get the same result as in 2010.”

Brazuca features the best of adidas ball technology from the Tango 12 of UEFA Euro 2012, Cafusa from the FIFA Confederations Cup 2013 and the UEFA Champions League official match ball.

"My first impression of brazuca is of a ball that is fantastic and we’re going to have a lot of fun with it, said Brazilian star Dani Alves. “adidas has created an incredible-looking ball fitting for a tournament as big as the FIFA World Cup. Most importantly it plays well on the ground and in the air. I'm sure all the players will love it. It's increased my levels of excitement even further and I honestly cannot wait for the opening game.”

Brazuca was unveiled at a spectacular 3D light projection at the iconic Parque Lage in Rio de Janeiro. Fans can follow [@brazuca](http://www.twitter.com/brazuca) to see the excitement leading up to the 2014 FIFA World Cup in Brazil through the eyes of the official match ball as it travels the world and offers an alternative take on the game.

Fans can purchase brazuca today at [www.adidas.com/soccer](http://www.adidas.com/soccer) and starting Wednesday at adidas retail locations, sporting goods and soccer speciality stores nationwide. Join the conversation at [www.facebook.com/adidasSoccer](http://www.facebook.com/adidasSoccer) or on Twitter via [@adidasSoccer](http://www.twitter.com/adidasSoccer) [#WorldCup](https://twitter.com/search?q=%23worldcup&src=typd).

**About adidas Soccer**

adidas is the global leader in soccer and official partner of FIFA World Cup, FIFA Confederations Cup, UEFA Champions League, UEFA Europa League, UEFA European Championships and Major League Soccer. adidas has made every FIFA World Cup ball since 1970 and recently extended the partnership with FIFA until 2030, including the supply of the official match ball. adidas sponsors the world’s top clubs and players including Real Madrid, FC Bayern Munich, AC Milan, Flamengo, Chelsea, Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema, Bastian Schweinsteiger, Jozy Altidore, Omar Gonzalez and Graham Zusi.

###

For more information and images please visit <http://news.adidas.com/US> or contact:

|  |  |
| --- | --- |
| Michael Ehrlich  adidas Public Relations  [michael.ehrlich@adidas.com](mailto:michael.ehrlich@adidas.com)  971-234-2215 – office  503-720-4512 – mobile | Madeline Breskin  adidas Public Relations  [madeline.breskin@adidas.com](mailto:madeline.breskin@adidas.com)  971-234-2220 – office  971-295-6936 – mobile |