**EMBARGOED UNTIL 1700HRS CET, Monday 3rd March**

**Guide Messi to the 2014 FIFA World Cup Brazil™…**

**and then grab the chance to join him**

**adidas introduces revolutionary online game**

**and gives consumers the chance to watch their hero in Brazil**

****

**Herzogenaurach, Monday 3rd March 2014** – Today adidas launched a unique online gaming platform that gives players the chance to win the ultimate dream ticket: a trip to the **2014 FIFA World Cup Brazil™.**

The game not only requires players to use their own talents, but is also powered by social media meaning that the more **Leo Messi** is talked about online, the faster the game becomes and the more chance competing players will have of winning the trip to Brazil.

The innovative game is located on [www.adidas.com/fastorfail](http://www.adidas.com/fastorfail) and is strongly tied to **Leo’s new** **adizeroTM f50 Messi** boots, whichhe debuted in a goal scoring UEFA Champions League appearance in February.

The online game, available in two formats (desktop and mobile), puts players in the shoes of **Leo Messi**; providing a sense of what it feels like to take to the pitch as one of the best players in the World. Playing from the perspective of **Messi**, players must beat opposition defenders in order to progress to Brazil, where the **2014 FIFA World Cup Brazil™** will take place this June / July.

Those who complete the journey and get all the way to Brazil are automatically eligible to win two tickets to the first Argentina game of the **2014 FIFA World Cup Brazil™** in Rio de Janeiro. The trip also includes travel and accommodation in Rio de Janeiro.



One element sure to help players on their way is when they are playing the mobile version of the game, the higher the buzz in social networks around **Leo Messi** the faster the game becomes – the action ramps up a level and the music, the effects, the colours, the speed and the experience step up a notch.

Players will be able to monitor the social buzz by accessing an in-game social crowd-buzz meter which will let you know in real-time how much is **Messi** being talked about online.

If players fail to make it to Brazil on their first attempt they will have the chance to start from the point in which they left off – at the end of each play they will be prompted to join **Team Messi** - a global fan movement founded by adidas to celebrate everything **Messi** – this will automatically save the game and enable players to continue their quest.

The new **adizeroTM f50 Messi** boots feature a sleek colour scheme of green, blue, pink, orange and white, along with the iconic adidas three stripes, and combines revolutionary technologies with the precision engineering befitting of a four-time Ballon d’Or winner. At only 165g, the **adizeroTM f50 Messi** is one of the lightest shoes on the market.



The **Fast or Fail** game can be played and downloaded by accessing: [www.adidas.com/fastorfail](http://www.adidas.com/fastorfail) . A full list of terms and conditions can also be found on the site.

The **adizeroTM f50 Messi** boots are available now for purchase in adidas retail, online stores and associated stockists. For further information follow [www.facebook.com/teammessi](http://www.facebook.com/teammessi) or join the conversation on twitter @teammessi.

**- END -**

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

**For further information please contact:**

Robert Hughes

adidas Senior Global PR Manager Football

Email: [Robert.Hughes@adidas.com](mailto:Robert.Hughes@adidas.com)

Tel: +49-160 884 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 / official supplier partner 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 also on the adidas roster are Leo Messi, Gareth Bale, Mesut Özil, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinsteiger.