**adidas launches Carnaval Pack**

**Colourful new football boot collection celebrates**

**Brazil´s most iconic tradition**



**adidas Carnaval Pack**

**Herzogenaurach, Tuesday 4th March 2014** – adidas is proud to unveil Carnaval Pack: a series of sleekly designed football boots inspired by Carnaval; the festival that brings millions of people to Brazil every year.

Brazilians and tourists flocked to Rio de Janeiro over the weekend to enjoy the most famous festival in the world, and adidas has taken inspiration from the feathers and ticker tape by producing a special collection of boots colourful enough to grace any stage.

The Carnaval Pack features a blend of colours for each of its four main silos, which follow the colourways devised for the Samba pack in November. The **nitrocharge™** is an all pink boot with a stunning blue paving pattern on the heel. The **predator®** is all blue featuring a distinctive green on the back. The **11pro** is green with a striking orange patterned heel and the **adizero™ f50** is all orange with a vibrant pink on the back.

All shoes feature a reflective treatment on the surface of the boot, designed to catch the light and spread it like Carnaval ticker tape on pitch. The feather design on the heel of each boot takes reference from the famous Carnaval costumes and completes each Brazilian inspired design.

Romain Girard, Designer, adidas Football said: “For the Carnaval Pack we wanted to make sure we brought all the freshness and excitement of the Brazilian Carnaval to the boots. Regardless of the individual features each boot has, they all connected together and were effectively part of a pack, and with the Carnaval pack we feel we have achieved this.”

The Carnaval Pack is available from today for purchase in selected adidas retail outlets, associated stockists and via [www.adidas.com/football](http://www.adidas.com/football). Join the adidas football conversation at [www.facebook.com/adidasfootball](http://www.facebook.com/adidasfootball) or on Twitter: @adidasfootball #allin or nothing.

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

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**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.