**ADIDAS KICKS OFF 2014 FIFA WORLD CUP COUNTDOWN WITH MOST COMPREHENSIVE SOCCER OFFENSIVE EVER**

***The leader in soccer brings fans closer***

***to the world’s biggest sporting event with unparalleled insider access***

**PORTLAND, Ore., May 27, 2014** – Today kicks off the final countdown to the 2014 FIFA World Cup where adidas will be center stage. This summer, adidas will give fans around the world access to the tournament like never before, connecting supporters with their favorite players and teams as they battle it out on the field for the world’s most prestigious trophy.

adidas will share the most intimate moments from the tournament – pre-game rituals, tunnel walks and team huddles – with fans through [@adidassoccer](https://twitter.com/adidassoccer) and bring World Cup icons into your living room through virtual events. Fans can join the conversation via [@adidassoccer](https://twitter.com/adidassoccer) [#WorldCup](https://twitter.com/search?src=typd&q=%23worldcup) or [facebook.com/adidasSoccer](http://www.facebook.com/adidasSoccer).

“No one knows the game like we do,” said Ernesto Bruce, director of soccer for adidas. “We’ve been at the forefront of every major soccer innovation for nearly 90 years and the World Cup has featured adidas for more than half a century. There’s nothing like the energy and excitement of World Cup and we’re bringing fans right into the heart of the action.”

“Soccer is developing at a record pace in the U.S. as both audiences and support grows. Our innovations, combined with support from strategic partners like ESPN and Major League Soccer, have helped fuel this growth in America. Fans will be more engaged and connected to this World Cup than ever before. Our soccer business is up double-digits in the States and we will achieve an unprecedented 2 billion Euros in our soccer business globally this year.”

Bruce continued, “The best athletes in the world wear adidas and players have spent months – even years – preparing for this moment. The World Cup is the ultimate battle. It’s a battle of national pride as the best players and teams in the world go head to head and only a champion survives. You win or go home. Nothing compares.”

To celebrate the magnitude of this epic event, every adidas athlete at the World Cup – including Lionel Messi, Mesut Özil, Dani Alves, Luis Suarez, Oscar, Philipp Lahm, Karim Benzema, Javi Martinez, Jozy Altidore, Graham Zusi, Omar Gonzales, Julian Green, DeAndre Yedlin and Timmy Chandler – will wear the adidas Battle Pack cleat collection. The Battle Pack collection’s unexpected black and white design features unique shapes and patterns inspired by warrior war paint with a pop of gold color in the stripes representing the FIFA World Cup trophy.

“Battle Pack is designed specifically for the different performance needs of elite athletes,” said Bruce. “We talk to athletes every day and transform their insights into revolutionary cleat technology that will help them perform their best on the biggest sporting stage that exists. This collection blends the ultimate in innovative technology with a totally radical design.”

The Battle Pack collection is featured across adidas’ multi-platform World Cup marketing campaign that celebrates adidas’ “All In or Nothing” mantra. Lionel Messi wears his signature adizero F50 in a blue and white pattern in the [newest television commercial](http://youtu.be/jR1XQsCiAKE) set to an exclusive track from Kanye West that features Messi – alongside Dani Alves, Bastian Schweinsteiger, Luis Suarez, Xavi and Robin van Persie – dreaming about his upcoming battle on the world’s biggest stage. Celebrated Brazilian director Fernando Meirelles of “City of God” fame and co-director Cassiano Prado brought the project to life, which premiered during halftime of the Champions League Final on May 24.

Across television, print, online and mobile, the preparation for battle theme appears throughout [adidas’ marketing campaign](http://news.adidas.com/US/Latest-News/ALL/adidas-Unveils-the-2014-FIFA-WORLD-CUP-Battle-Pack-Collection/s/22b15979-e286-4998-a314-d7aa9f5d481d) as shadows of the war paint-inspired patterns are cast across the faces and bodies of the best players in the world and athletes unveil their battle cries and pre-game rituals. [Additional television and online content](http://youtu.be/--CeaG_rH64) features the battle for victory mindset and the Battle Pack collection.

Throughout the tournament, adidas will bring fans an inside look at the preparation for battle, the actions that define history and the heartache and joy that comes with the win or go home FIFA World Cup. Fans across the U.S. have the chance to be featured in adidas’ marketing campaign alongside the world’s best soccer players by sharing their own battle cries through [facebook.com/adidasSoccer](http://www.facebook.com/adidasSoccer).

“In every World Cup there are moments that define history,” said Bruce. “Players make unbelievable passes, beautiful goals and amazing saves. It will happen again in Brazil and the whole world will be watching. And this World Cup will be even more special because of the fans. No other event brings people together from all around the world to stop what they’re doing for four weeks and cheer on their nation and favorite players. The world is more connected than ever before and our global social culture will bring even more fans to the game. This year, we’re calling out the fans for bringing such great passion to this event and rewarding them with even more insights and access that no one else can provide.”

adidas will be the most visible brand at the 2014 FIFA World Cup with the [Battle Pack cleat collection](http://news.adidas.com/US/Latest-News/ALL/adidas-Unveils-the-2014-FIFA-WORLD-CUP-Battle-Pack-Collection/s/22b15979-e286-4998-a314-d7aa9f5d481d), the [official Brazuca match ball](http://news.adidas.com/US/Latest-News/adidas-Unveils-Brazuca--The-Official-Match-Ball-of-the-2014-FIFA-World-Cup-in-Brazil/s/9e5b0621-0d10-4e99-a17c-cad0e18ced43) and the brand’s [lightest-ever team kits](http://news.adidas.com/US/Products/Mexican-Federation-Kit-/s/a96379d1-9d06-4761-9701-6523e1c1e536) for Argentina, Bosnia and Herzegovina, Colombia, Germany, Japan, Mexico, Nigeria, Russia and defending champion Spain.

**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. 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.

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

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