**TORONTO RAPTORS POINT GUARD kyle lowry jOINS adidas**

**PORTLAND, Ore. (August 2, 2014) –** adidas today announced a partnership with Toronto Raptors star point guard Kyle Lowry. The eight-season NBA veteran is coming off of a career-best season in which he averaged 17.9 points, 7.4 assists and 4.7 rebounds per game while leading his team to its first playoff berth in five seasons.

“I’m really excited to continue my career with adidas and join a brand that I think compliments my aggressive playing style and future goals,” Lowry said.

The 6-foot Philadelphia native is known throughout the league as a fearless multifaceted offensive player, disruptive defender and superior rebounder at the point guard position.

“Kyle is a great addition to our brand and will complement our growing family of elite basketball athletes, adding to our brand’s momentum,” said Chris Grancio, General Manager of adidas Global Basketball. “He is a seasoned veteran surrounded by a young and improving Toronto lineup that is on the rise under his leadership.”

Lowry was selected by the Memphis Grizzlies in the first round of the 2006 NBA Draft, where he spent two full seasons before being traded to the Houston Rockets in February of 2009. In July of 2012, Lowry was traded to the Raptors. In two seasons with Toronto, Lowry averaged almost 15 points, nearly seven assists and almost five rebounds per game that led to a multiyear contract extension with the team in July of 2014.

The point guard attended Villanova University for two years under head coach Jay Wright. He was named to the Big East All-Rookie Team as a freshman and during his sophomore campaign, he averaged 11 points, 3.7 assists and 4.3 rebounds and was named to the All-Big East Second Team.

Lowry will be featured in a variety of upcoming adidas initiatives and will play a critical role in the development of basketball footwear and apparel.

**About adidas**
adidas has been providing innovative products for the world’s best athletes for more than 50 years, from past legends to today’s superstars, such as Derrick Rose, Dwight Howard, Candace Parker and Damian Lillard.  On April 11, 2006 adidas and the National Basketball Association signed an 11-year global merchandising partnership making the adidas brand the official uniform and apparel provider for the NBA, the Women’s National Basketball Association (WNBA) and the NBA Development League (D-League) beginning with the 2006-07 NBA season.

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