**EMBARGOED UNTIL 1300HRS CET THURSDAY 14th AUGUST**

**adidas to partner Belgium on the road to**

**UEFA EURO 2016 and beyond**

***“Belgian Red Devils” prepare for new campaign with kit deal***

**Herzogenaurach / Brussels, 14 August** – adidas is delighted to announce a long-term partnership with the Royal Belgian Football Association. The deal commences on September 1st 2014 and will see Belgium wearing adidas kits during the qualifications for UEFA EURO 2016.

adidas plans to work closely with the Royal Belgian Football Association to leverage the growing international appeal of the team. Highly regarded as an up-and-coming nation in world football, Belgium recently rose to 5th in the FIFA World Rankings after reaching the quarter finals at the 2014 FIFA World Cup Brazil.

The Belgian Red Devils will wear the new kits for the first time on September 4th when the team plays a friendly match against Australia. The kits will go on pre-sale on <http://shop.belgianreddevils.be/> as of today, August 14 and will be available as of September 4th.

adidas already possesses close links with Belgian football, as the Belgian Red Devils achieved its biggest successes together, such as the fourth place in the 1986 FIFA World Cup in Mexico and the second place of UEFA EURO 1980 in Italy.

Claus-Peter Mayer, VP Global Sports Marketing Football at adidas, said of the announcement: “*It is a great addition to the adidas portfolio to have signed this football nation of huge potential and it demonstrates our continued investment in football around the world. With a great achievement at the FIFA World Cup 2014 reaching the quarter finals, and a current fifth place at the FIFA World Ranking, we are excited about this strong relationship and look forward to UEFA EURO 2016*.”

Filip Van Doorslaer, Marketing & Events Director of the Royal Belgian Football Association said: *“This is again a fantastic moment within the current development of our Belgian Red Devils brand on an international level. Knowing we shared our biggest successes in the past, we are proud to be working again with such a historic and prestigious brand giving us the worldwide leverage. The proven performance and continuous innovation of adidas gives an extra lift to Belgian football.”*

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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, Thomas Müller, Arjen Robben, James Rodriguez, Dani Alves, Karim Benzema and Bastian Schweinsteiger.