**EMBARGOED UNTIL Thursday 28th August, 1800hrs CET**

**adidas and Flamengo launch the club´s new third kit and a plant named after the club**

Kit is inspired by the newly named “Flamengueira” plant

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**Rio de Janeiro, August 28th, 2014 –** As part of the launch of the new third jersey, adidas and Flamengo have decided to affectionately nickname the plant species *Acalypha* *wilkesiana* the “*Flamengueira.*” The idea to adopt the plant as a symbol of the club was inspired by the new uniform, which is predominantly red and bares graphics inspired by leaves and trees of the Brazilian forests and woodlands.

During the launch, children from Flamengo’s little league training centers throughout Rio de Janeiro will plant saplings in the Gávea neighborhood, the home of the red-and-black team.

“The partnership between adidas and Flamengo is already marked by grand, innovative actions that are a source of pride to fans. Undoubtedly, the ‘Flamengueira’ adds to that list,” stated Luiz Gaspar, manager of the soccer category for adidas clubs in Brazil.

According to the team of botanists who headed the study that resulted in the plant’s selection, the Flamengueira possesses red and black leaves and lives an average of 5 years as a potted plant, which could stretch to 20 if planted on the ground. It can grow as high as 3 m (10').

“In keeping with its glorious tradition, Flamengo will once again be a pioneer. This time, thanks to our successful partnership with adidas, the club will be the first to ever have a plant named after it. Not only is it attractive, but the jersey also expresses the concept of the red-and-black style that is deeply rooted in every fan’s heart,” states Eduardo Bandeira de Mello, president of Flamengo.

The design uses **adidas’ ClimaCool®** technology, which takes into account where and how the body produces the most heat and perspiration and uses more breathable fabrics in these regions. As a result, it allows the athlete to maintain an ideal body temperature.

**Availability**

Flamengo’s new uniform will debut on the field in the match against Grêmio, on September 7, at Maracanã stadium. Jerseys will go on sale starting August 29 at adidas selected stores globally.

**For further information please 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, James Rodriguez, Dani Alves, Oscar, Xavi, Karim Benzema and Bastian Schweinsteiger.