#PREDATORINSTINCT TAKES OVER LONDON

adidas create industry first by combining football skills with a live gaming environment

**London, Wednesday 27th August 2014:**  adidas today revealed the first ever real world football gaming experience to celebrate the launch of the Predator Instinct Football boot. At the four day event in London, adidas will give hundreds of fans a unique opportunity to test their football skills in a bespoke life size video game arena within which a team of hunters armed with a laser gun will stalk their prey.

The live event experience is designed to combine two of the 14-19 year old core audiences’ loves – football and gaming, testing those instinctive skills that simply cannot be taught within a fully immersive real to life experience.

The game consists of two levels, both different in design and difficulty, where you must avoid losing lives by keeping close control and keeping the ball away from the hunters laser tracking you as you make the journey through the course designed to dis-orientate you, through a full lighting set and smoke filled environment.  Against the clock, you defeat the enemy and finish the level by getting the ball into their HQ.

The #PredatorInstinct live event forms part of a campaign to mark the 20th Anniversary of the world’s most iconic boot- the adidas Predator, which has been worn by some of the best players in the game, from Beckham and Zidane through to Gerrard and Raul.

To join the conversation follow @adidasUK #PredatorInstinct or visit [www.adidas.co.uk/predator](http://www.adidas.co.uk/predator) to buy your pair.

**END**

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**About adidas Football**

The adidas Predator boot is the world’s most iconic boot, celebrating its 20th Anniversary in 2014. The Predator has been worn by some of the biggest names in world football, from Beckham, Zidane and Gerrard through to Xavi, Ozil and Di Maria.

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.