**ADIDAS LAUNCHES MESSI KIDS APPAREL RANGE**

***New range inspired by soccer star’s upbringing***

**Cape Town, Thursday 11 December 2014 –** With his ability to score indescribable goals and break world records, along with his sportsmanship, soccer star **Leo Messi** has captured the hearts and imaginations of both children and adults across the globe. And now they can wear a part of his legacy.

After launching the **mirosar10** boots last week in Johannesburg, **adidas** and **Leo Messi** have extended their collaboration to include an apparel range for Messi’s littlest fans with the all new **adidas** **Messi kids apparel range**.

Like the boots, the **adidas** **Messi kids apparel range** is inspired by Leo’s upbringing in Rosario, Argentina where he learned the game and scored his first goals, before taking the road to glory.

Uniquely designed and truly inspired by Leo’s childhood, the range reflects the roots of his legend. The orange of the apparel signifies his first ever club, with the green representing their fiercest rivals, who Leo scored 4 goals against in his first significant 11-a-side game as a young child.

The **Messi Kids apparel** forms part of a wider adidas campaign which aims to tell the story of Messi’s legend through retail, online, digital and via social media.

The adidas **Messi Kids apparel** range is available for purchase in selected adidas retail outlets, associated stockists and via www.adidas.com/messi-collection.

Join Team Messi at facebook.com/teammessi or join the conversation on Twitter @teammessi

**- END –**

**For further media information please visit** [**http://www.adidas.co.za/Football**](http://www.adidas.co.za/Football%20) **or contact:**

**For further information please contact:**

**Gugu Ntuli**

adidas South Africa

Public Relations Manager: Performance

Email: [gugu.ntuli@adidas.com](mailto:gugu.ntuli@adidas.com)

Tel: +27 (21) 442 6200

**Siyavuya Madikane**

Magna Carta Reputation Management Consultants

Account Manager

Email: [Siyavuya@magna-carta.co.za](mailto:Siyavuya@magna-carta.co.za)

Tel: +27 (27) 417 5766

**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, Karim Benzema and Bastian Schweinsteiger.