**EMBARGOED UNTIL 1200hrs CET FRIDAY 20TH MARCH**

**LEO MESSI STARS IN NEW ADIDAS #THEREWILLBEHATERS VIDEO**

***World’s best player embraces the hate***

**Herzogenaurach, 20th March** – The adidas **#ThereWillBeHaters** campaignthat has set the football world alight continued today with a new video featuring the world’s best player **Leo Messi**. Growing up in Rosario in Argentina, Messi was never expected to make it. Hundreds of people have doubted him; this video celebrates the raw talent that overcame the haters to become the best player in the world.



Leo Messi appears in the latest adidas #ThereWillBeHaters video

The new **#ThereWillBeHaters** video tracks the incredible journey of the world’s best player from the streets of the Barrio of Las Heras, Rosario in Argentina to the record-breaking player he is today.

The video voices many of the criticisms that have faced Messi during his life. The provocative voice over states “*You’ll never be good enough or big enough. You’ll never make it with the big boys in the big league. You’ll never leave your little home town*”. Pictured standing defiantly surrounded by his many Ballon d’Or and Golden Boot trophies, **Leo Messi’s** transformation from scrappy kid on the streets of Argentina to the best player in the world is complete. No one got anywhere by listening to the haters.

The **#ThereWillBeHaters** campaign celebrates the hate at the heart of football. To have “haters” is the ultimate compliment. The best in the world know that great performances deliver “hate” from spectators and from opponents, particularly on social media. This becomes the fuel that drives the confidence to deliver even greater performances. Players like **Leo Messi** thrive off hate, and they make no apology for doing so.

The video coincides with the launch of the new adidas **Pibe de Barr10** boots, made specifically for **Leo Messi**. The new **Pibe de Barr10** were designed in collaboration with Rosario-born graphic artist Ignacio Valenti in a style that pays tribute to Messi’s childhood. Fusing urban-inspired raw brush strokes with polished sleekness on the synthetic hybrid touch upper, the **Pibe de Barr10** embodies **Messi’s** footballing style; beautiful, yet dangerous.

The world’s best player Leo Messi wears the new adidas **Pibe de Barr10** boots, available to purchase now in selected adidas retail outlets and associated stockists. For further information please visit **adidas.com/messi** or go to **facebook.com/TeamMessi** or follow **@TeamMessi #ThereWillBeHaters** on twitter to join the conversation.

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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, Karim Benzema and Bastian Schweinsteiger.