**Climachill. Maximum cooling - now in sleek black**

*The new adidas Climachill black t-shirt launches on 1 April with a global campaign endorsed by top international athletes.*

Herzogenaurach, Germany, 1 April 2015: adidas today launches its ‘Uncontrol Yourself’ campaign for the new spring/summer 2015 Climachill product range. Featuring international athletes: tennis ace Simona Halep and track & field running star Octavious Freeman, t**he campaign will include ATL, BTL, digital and PR activations across the globe.**

Realizing that when it comes to performance, every degree matters, the new Climachill product range makes sure athletes can perform at their best regardless of heat, through new age design and material selection for maximum cooling. The cooling revolution truly continues with **the black training shirt that compliments any body shape and conceals the signs of an intense workout.**

The campaign presents the evolution of Climachill (from 2014) with the new and valiant black training shirt, to be worn in the heat of the intense workout, which is not only sleek in design and aesthetics, but also at the forefront of active-cooling technology within the sporting goods industry. Thanks to its cutting edge instant cool sensation, advance breathability and supreme heat and moisture transfer capabilities, the shirt keeps body temperatures under control even in the hottest conditions. Enabling athletes of all levels to train harder, run longer and stay focused, enhancing athletic performance whether in training or in the intensity of competition.

The adidas Climachill range has been revolutionary in active cooling technology due to its uniquely engineered design profile: industry-first 3D aluminum-cooling spheres are strategically located on the back and neck to correspond with the warmest area of the body, and provide an instant cooling sensation on contact. A micro fiber fabric allows the garment to act like mesh and transports excess moisture away from your skin. The revolutionary SubZero flat yarn contains titanium and maximizes surface contact with skin, transferring more heat away from the body.

Simona Halep, #3 WTA Ranked tennis player also welcomed the new member of the Climachill range: *‘Playing in extreme conditions can be challenging both mentally and physically. I need to wear sportswear that helps me to concentrate better during practices and major tournaments. Especially, in tournaments like Melbourne or Miami I need an outfit that keeps my body temperature under control. The new black t-shirt is an essential must-have in any women’s sports wardrobe – just like the little black dress for any casual nights out. It flatters my body shape and looks great on-and off-court.’*

*Dr Maarten Hupperets, Director Future Sport Science at adidas explained why it is important to consider body temperature during working out: ‘Activity in high ambient temperatures offers a particular challenge to the human thermoregulatory system. Humans strive to maintain a stable body core temperature of about 37°C. In response to exercise, as metabolic demand and heat production increases, the body core temperature can increase up to 3°C in warm ambient conditions. To maintain a stable body core temperature, the human body will make efforts to loose excess heat. Climachill line has been rigorously tested in our state-of-the-art Clima chamber as high as 122°F/50 degree Celsius exactly to find the best possible answer to facilitate body cooling. We are confident that our innovation and coolest t-shirt ever helps athletes of every level keep at their peak optimum temperature to perform at their best in any conditions’.*

Climachill products – include: training (both adult and youth sizes), running, football, tennis and in selected markets also cycling, and outdoor - tees, tanks and shorts, available now at www.[adidas.com](http://www.adidas.com/us/N?searchTerm=climachill&x=0&y=0) and in selected retailers world/nationwide.

For more information visit [adidas.com](http://www.adidas.com/us/N?searchTerm=climachill&x=0&y=0)/climachill, and follow the conversation on Twitter and Instagram with [#climachill](https://twitter.com/search?q=%23climachill&src=typd) & #uncontrolyourself and @adidas

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**Notes to the Editors:**

About adidas:

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

adidas Sport Performance:

The guiding principle of adidas Sport Performance is ‘Play to Win’. Inspired by the motivation of founder Adi Dassler, Sport Performance brings passion for great products to athletes in all sports, allowing them to be faster, stronger, smarter, cooler and natural. The main focus of adidas Sport Performance is on five key categories: football, running, basketball, training and outdoor.