**The adidas Energy Takeover hits London**

**London, March 26th 2015 –** In January this year adidas launched a running revolution by unveiling the greatest ever running shoe, the adidas Ultra Boost, and last night the revolution came to London with 200 runners competing in a unique 10km race.

In an event called “The Energy Takeover” runners across London applied for a place in the race which began in Camberwell and snaked its way through unseen parts of the city. Those who were lucky enough to get a place through the ballot were joined by people who were able to decipher clues on the adidas twitter page to earn entry to the race.

The runners were kitted out with the new adidas Ultra Boost, an adidas running t-shirt that included a timing chip and an individual route supplied through their smartphone that took them through the 10km distance. The running t-shirt was also linked a series of content capture setups during the race that meant participants received personalised photos and video clips after finishing.

All 200 attendees experienced their own journey on the run passing through specially designed adidas checkout points including running through an Energy station, a light installation, the world famous cricket stage at The Oval, and sets from London musicians. adidas brand ambassadors were also on hand to cheer them on including England internationals Stuart Broad and Ugo Monye alongside young track and field stars Ojie Edoborun, Laviai and Lina Neilsen, and Shannon and Cheriece Hylton.

adidas UK Brand Director Barry Moore said; “The Ultra Boost is the greatest running shoe ever and the Energy Takeover was a great opportunity to showcase it. We used the labyrinth of the London city streets to take runners on a unique 10km race and experience Ultra Boost for themselves.”

The adidas Ultra Boost was first unveiled at an event in New York by defending London Marathon Champion Wilson Kipsang, sprint sensation Yohan Blake and football star David Villa. It quickly gained fans across the world after and an exclusive pre-sale of the shoe sold out in a couple of hours it finally hit stores in late February. Since then the Ultra Boost has gone on to pick up the coveted “Editor’s Choice Award” from influential magazine Runner’s World.

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**About adidas**

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the best sports brand in the world. For more information, visit [www.adidas.co.uk](http://www.adidas.co.uk)

**About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 53,000 employees and generated sales of EUR 14.5 billion in 2014. For more information, visit [www.adidas-Group.com](http://www.adidas-Group.com).