

press release

**WIN A TICKET TO BUY YOUR PAIR OF THE LIMITED YEEZY BOOST 350**

*adidas Originals offers South African fans a fair chance to grab their pair of the much anticipated sneaker*

adidas Originals is evening the playing field by giving its customers the chance to win tickets to buy the exclusive new YEEZY BOOST 350 – the world renowned shoe designed in collaboration with Kanye West, launching globally this weekend on 27 June.

Fans can head down to AREA3 in Johannesburg (155 Smit Street, Braamfontein) for the release of this much anticipated shoe, and join the queue before 14h00 on Saturday, to grab their raffle ticket. The 28 selected winners will be invited in, two people at a time, with the first option of buying their one pair of YEEZY BOOST 350 at R2999. Only one ticket will be issued to each member of the queue and ticket numbers will randomly be drawn by a staff member of AREA3.

Capetonians needn’t worry as they too stand a chance to buy a pair. [Shelflife](https://www.shelflife.co.za/Contact) in Cape Town will host the same raffle draw and is encouraging customers to make their way to the store before 2pm on Saturday, 27 June, so as not to miss out on a chance of owning their very own YEEZY BOOST 350’s.

“Due to extremely limited quantities and high demand in South Africa (and globally), we wanted to offer everyone interested in owning a pair, a fair opportunity to get their hands on one,” says Ricole Green, Brand Activation Manager for adidas Originals South Africa. “We urge the public not to be late as anyone joining the queue after the 2pm cut off time, will not receive a raffle ticket.”

Quantities are limited and shoe sizes cannot be guaranteed. T & Cs apply.

To learn more about this collaboration and the YEEZY BOOST, visit [www.adidas.co.za/yeezy](http://www.adidas.co.za/yeezy). Follow adidas South Africa on [Twitter](https://twitter.com/adidasZA?lang=en) (@adidasZA) and [Instagram](http://www.instagram.com/adidasza) (@adidasZA) or join the conversation by using #adidasOriginals and #YEEZYBOOST.

**-ENDS-**

**Notes to editors:**

* adidas is always written with a lowercase ‘a’ – no exceptions
* For a comprehensive view on the adidas brand and background, please visit the adidas archive by clicking [here](https://www.adidas-archive.org/#/home/).
* To find an adidas Originals store near you, click [here](http://discover.adidas.co.za/storefinder/#/).
* T & Cs apply
* The promoter is adidas South Africa (Pty) Ltd whose registered office is 3rd Floor, Unit 2C, Black River Park, North Park, Fir Road, Observatory, 7925, Cape Town, South Africa.
* Due to extremely limited quantities and high demand, adidas is evening the playing field by giving our customers the chance to win tickets to buy the exclusive new Yeezy Boost 350. 28 adidas Originals customers can stand a chance to buy the exclusive new Yeezy Boost 350 by attending the Yeezy Boost 350 release at Area 3, 155 Smit Street, Braamfontein, Johannesburg before 2pm on 27 June 2015.
* Each participant at Area 3 who stands in line by 2pm will receive a ticket and an independent draw will be done directly thereafter to determine the lucky customers who each win a ticket for the option to buy a Yeezy Boost 350 shoe. The ticket enabling the 28 customers to buy the product is not transferable and may only be used by the winners.
* Only one ticket per customer will be given and may not be transferred or sold.
* The queue participant whose number has been drawn and read out has to make their presence known as their number has been called out. Failure to do so within 1 minute will result in forfeiture and another number will be drawn for another participant in the queue.
* Winning ticket holders will be escorted into AREA3 two at a time until all ticket holders have had the chance to buy a pair of Yeezy Boost 350.
* The winners will receive the option to buy a pair of Yeezy Boost 350. The winner is only allowed to buy one pair.
* Only cash or credit cards will be accepted.
* No lay buys or stock holds will be accepted.
* Please note quantities are limited and shoe sizes cannot be guaranteed. adidas reserves the right to vary, suspend, postpone or terminate the promotion and any prizes, or any aspect thereof, for any reasons whatsoever and without notice. In such event, you hereby waive any rights or expectations which you may have against adidas and acknowledge that you will not have any recourse or claim of any nature against adidas.
* These Terms and Conditions are also available by phoning (021) 422 6200 (standard Telkom rates apply)

**About YEEZY BOOST 350**

The YEEZY BOOST 350 is the second sneaker developed in the close collaboration between adidas Originals and Kanye West. Launched this past February with an epic New York Fashion Week presentation, YEEZY Season 1 by Kanye West and adidas Originals ignited a global sensation with an unprecedented public live-stream and the subsequent release of the YEEZY BOOST, which immediately sold out in a worldwide frenzy of anticipation.

The YEEZY BOOST 350 is composed of beautiful yet simple materials, speaking to Kanye West’s ambition of creating a clean, modern, effortless template for footwear and apparel. By fusing adidas’ unparalleled engineering with a timeless aesthetic, the YEEZY BOOST 350 presents a fearless step into the future of style.

The trainer features an upper composed entirely of adidas’ Primeknit: a breakthrough material developed using the latest digital engineering methods to fit like a second skin. Leveraging adidas BOOST™’s highly responsive properties, the shoe boasts the ultimate in comfort and performance, ensuring that the wearer’s every step is hyper-charged with an endless supply of light, fast energy.

**About adidas Originals – The iconic sportswear brand for the street**

Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands—adidas Sport Performance, adidas Originals and adidas Sport Style. Although the iconic 3 stripes have been the mark of an adidas sports shoe since the formation of the company in 1948, it was when the company expanded into the leisure sector in the 1960’s that founder Adi Dassler – and his wife Käthe – sought a new, additional identification mark for the brand.

In August 1971, the Trefoil was born out of more than 100 ideas. Inspired by the 3 stripes, it is a geometric execution with a triple intersection, symbolising the diversity of the adidas brand and was first used in 1972 at the Munich Olympic Games. It has since become one of the most famous brand emblems in the world.

adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives. Innovative, classic and always authentic – there are certain values that adidas Originals stands for: authenticity, creativity and individuality.

Issued on behalf of: Ricole Green, Brand Activation Manager- Style, adidas Originals South Africa

 Ricole.green@adidas.com

For media enquiries: Janine Laubscher, Senior Account Manager, OFyt

 janine.laubscher@ofyt.co.za

or

Tara Bezuidenhout, Account Executive, OFyt

tara.bezuidenhout@ofyt.co.za