**adidas teams up with influencers to show the world, this is energy running**

***Campaign Inspires Runners to Join the #EnergyRunning Movement***

**Cape Town, September, 2015** – adidas launched a global campaign this week introducing a cast of influencers from Rio de Janeiro, New York City, London, Moscow and Tokyo inviting runners to join the Energy Running trend taking over cities around the world. As a kick-off to the campaign, adidas has launched an online film called [*This is Energy Running*](https://youtu.be/O564bfshX60).



The film marks the first time adidas Running has included influential runners from key cities in a global campaign alongside its world class athletes; American sprinter Tori Bowie and Jamaican sprinter Warren Weir. As experts in everything from ultra-marathons to short distances and fashion to fitness, Rachel Apollonio from Rio de Janeiro, London’s Sophie Christabel, Lindsey Calla from New York, Julia Korzh from Moscow and Tomomi Yuda from Tokyo represent the diversity of the Energy Running movement.

“Energy Running is more than lacing up and logging miles. It’s a sport-driven social movement that’s just as much about putting a smile on your face and earning a like on your feed as it is

about breaking a sweat and beating your best,” said Adrian Leek, General Manager of adidas Running. “This strong roster of influencers along with our products, services and events focused on Energy Running connect us to female athletes with even more authenticity and credibility. We have a clear focus on who we want to reach and we’re taking a fresh new approach on how we reach them.”

Along with their broad range of backgrounds, the influencers were chosen based on their common passion for running and extensive online and in-person audiences that reflect the rapidly growing number of females who look to running as a key part of their fitness routines.

“The female athletes we focus on are inspired by socially relevant peers they can easily relate to and aspire to be like which is why influencers will play such a significant role in our marketing campaigns moving forward,” said Leek. “We’ll rely on influencers in seasons to come for input on our product creation and support of our campaign execution as the voices our fans value most.”

*This Is Energy Running* will see content rolled out across YouTube, Instagram, Facebook and Twitter including personalised edits of the film that highlight each individual athlete and influencer. Throughout the campaign, the brand will host a series of Energy Running events in key cities including Shanghai, Moscow, New York City, London, Berlin and Rio de Janeiro to provide runners with a chance to participate and experience Energy Running.

Join the adidas Energy Running movement by following @adidasZA on [Twitter](http://www.twitter.com/adidasrunning) or [Instagram](http://instagram.com/adidasrunning) using #EnergyRunning and at facebook.com/adidasrunning.

To purchase products featured in the campaign, visit adidas.co.za/running

**About adidas Running**

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. adidas Running focuses on the young urban runner and represents global net sales of € 1.6 billion in 2014.

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