**adidas announce kit sponsorship deal with COPA Coca Cola®**

***Cape Town,*  22 September 2015** - Today [adidas](http://www.adidas.co.za) SA announced that they had signed a two year deal to become the official kit supplier to COPA Coca Cola®, the national under 15 Football tournament.

The two year deal will see all COPA Coca Cola® regional participants donning adidas kit.

Commenting on the deal, Fetsi Mbele, Coca-Cola® Africa’s Senior Communications Manager: Brand Experience said:

“This is a welcome deal for COPA Coca-Cola® and a big show of faith in youth football by the leading global sports brand adidas. This association will no doubt inspire youth football talent in South Africa and enhance the work that COPA Coca Cola® does as a programme in uplifting youth football and encouraging South African teens to live an active healthy lifestyle.”

adidas SA Senior Manager of Football Adrian de Souza, added:

"adidas is particularly committed to encouraging young footballers to be the difference and bring new excitement to the game of Football in South Africa. This partnership is therefore a perfect platform for us to continue to support grassroots football and nuture future stars. We look forward to a long and successful relationship with Coca Cola®. “

The COPA Coca Cola® National Finals will take place in Durban from the 24 – 26 September, where the winning school will receive a trophy and prize money, part of the individual prizes will be a trip to EURO 2016

For further information please visit the [adidas News Stream](http://news.adidas.com/ZA), <http://www.adidas.co.za/>

or [@adidasZA](https://twitter.com/adidasZA) on Twitter to join the conversation.

**- ENDS -**

**Notes to Editors:**

**For further information please contact:**

|  |  |
| --- | --- |
| Gugu Ntuli adidas South Africa Public Relations Manager: Performance Email: gugu.ntuli@adidas.comTel: +27 (21) 442 6200 |  |