

ERREJOTA: Rio de Janeiro is inspiration for adidas' 2016 Official Match Ball

ERREJOTA represents the Brazilian city as the epicentre of culture and lifestyle that fuels and stimulates the whole world.

Rio de Janeiro, November 19, 2015 - If Brazil is the country of football, Rio de Janeiro is the football capital. Whether in pitches, in the suburbs, or on the beach, it is easy to find talents blooming all around the city. Inspired by the *carioca* warmth and vibrancy, adidas introduces **ERREJOTA**, the new ball for the 2016 season.



The adidas ERREJOTA Official Match Ball

With a Brazilian DNA, **ERREJOTA** carries the green and yellow colours - a tribute to the country's flag - in a wave design - a reference to the sidewalks along Rio's beaches. Its technology is the same as in the renowned Brazuca FIFA World Cup 2014 Official Match Ball, featuring a symmetrical structure of six identical panels and an exclusive surface that provides more grip, contact, stability and aerodynamics on the pitch, in any weather conditions.

ERREJOTA's Brazilian and *Carioca* (Rio de Janeiro lifestyle) roots are the subject of the new adidas video "**Incendeie o Jogo**" (Fire Up the Game), which celebrates the football together with the

Marvellous City. With a Trap Funk produced by DJ João Brasil and featuring MC Nego Do Borel, as well as the participation of the football players Gabriel Jesus (Palmeiras), Samir (Flamengo), Marlon (Fluminense), the synchronised swimmers Bia and Branca Feres, and national freestylers superstars. In the video, **ERREJOTA** becomes the core of Rio de Janeiro, showing the city's scenery, such as Arpoador, Morro Dona Marta and also its main football fields.

"adidas understands that Rio de Janeiro is Brazil's heart, so we want **ERREJOTA** to represent not only this *carioca* soul, but also light up the fire and make the world's hottest city boil" said adidas president for Brazil Fernando Basualdo.

With the ball's first appearance scheduled for the FIFA Club World Cup, the **ERREJOTA** will take the *Carioca* spirit to Japan on December 10th in the Yokohama International Stadium. The ball will also be used in all world championships organized by FIFA during the 2016 season, including Rio de Janeiro.

ERREJOTA is available to purchase from tomorrow (November 20th) at adidas own-retail outlets and specialist retailers worldwide. The **ERREJOTA** is also available in five-a-side, indoor, beach and mini (for children) versions. For further information visit adidas.com/football or go to facebook.com/adidasfootball, youtube.com/adidasfootball or follow @adidasfootball on Twitter and Instagram.

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<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:

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About adidas Football

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League and the UEFA European Championships. adidas also sponsors some of Europe's top federations including World Champions Germany, European Champions Spain, Belgium, Russia, Sweden, Denmark, Wales and Northern Ireland. Some of the world's best players also on the adidas roster are Leo Messi, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.