**adidas Outdoor announces #claimfreedom winners**

Seven creators are ready to live their dream.

**Herzogenaurach, 28 January 2016** – Today, adidas Outdoor is pleased to announce the winners of its #claimfreedom global activation.

Started in October 2015 with a call to action made by some of the best adidas Outdoor athletes such as Kevin Jorgeson, Sasha DiGiulian, Sam Sutton and Pete Henke, #claimfreedom invited the outdoor community to share their dream project and stand a chance to become the next adidas Outdoor athlete.

For adidas Outdoor, the world is an open playground and this belief found confirmation in the projects submitted, which cover disciplines such as climbing, running, flying and even caving across the four corners of the world.

“We are overwhelmed by the level of the applications we received,” says Rolf Reinschmidt, General Manager adidas Outdoor. “Congratulations to all creators that submitted their projects. We are now looking forward to helping the winners turn their dreams into reality.”

The winners are: Adrian Mattern & team (Germany), extreme kayaking in the USA; Li Shao Zhuang (China), trail running in China; Antonin Cecchini & team (France), mountaineering and paragliding in Bolivia; Gareth Leah & team (USA), climbing in São Tome and Principe; Mauricio Montenegro & team (Chile), trail running in South Africa; Vadim Timonov & team (Russia), bouldering in Russia; Liu Jia & team (China), caving in China.

The winners will now have a few weeks to get ready for this once-in-a-lifetime experience as projects will be brought to life between March and May 2016. The activation will culminate in one of the winners being offered the opportunity to join the adidas family as a new adidas Outdoor athlete.

To learn more about these projects and to get to know the winners better, join adidas Outdoor by following @adidasoutdoor on [Twitter](https://twitter.com/adidasoutdoor) or [Instagram](https://instagram.com/adidasoutdoor/) using #claimfreedom and at [facebook.com/adidasoutdoor.](https://t.co/Kxk96DylhU)

\*\*\*

**About adidas Outdoor**

It’s not just about the summit. It’s about your way up and your way down.

adidas Outdoor is the athletic brand in the outdoors. It’s the brand for those who follow their insatiable passions, live without limits and conquer new territories, no matter what they do – be it climbing, trail running, mountain biking, ski mountaineering, kayaking or combining several activities.

adidas Outdoor is proud to count athletes such as Kevin Jorgeson, Sasha DiGiulian, Sam Sutton, Pete Henke, Sachi Amma and the Huber brothers in its family. Every year, the brand sponsors adidas ROCKSTARS, the contest for the international climbing elite, as well as the adidas Sickline Extreme Kayak World Championship.

terrex is the adidas Outdoor range of versatile and lightweight products that enable outdoor athletes to achieve their personal best by using the best technologies and finest materials.

\*\*\*

**Media Contact:**

Silvia Raccagni

Public Relations adidas Outdoor

Mobile: +49 160 884 3977

Email: [silvia.raccagni@adidas-Group.com](mailto:silvia.raccagni@adidas-Group.com)