



## **ADIDAS DELIVERS LATEST BASKETBALL UNIFORM AND FOOTWEAR INNOVATIONS TO 2016 McDONALD'S ALL AMERICAN® GAMES**

**PORTLAND, Ore. (March 23, 2016)** – adidas and McDonald's today debuted the new uniform and footwear collection for players competing during the [39th Annual McDonald's All American Games](#) at Chicago's United Center on March 30. The collection brings the latest adidas technology to the nation's best high school basketball players, including both men's and women's jerseys that feature a modernized pinstripe design to celebrate Chicago's iconic sports history.

"These young men and women have worked tirelessly to reach the height of high school basketball at the McDonald's All American Games," said Chris Rivers, adidas Director of Sports Marketing. "It's a honor to provide these young superstars with the greatest adidas Basketball has to offer, including the same shoes our NBA stars lace up every night."

The men's collection features a three color uniform system that incorporates black and white sleeved jerseys with red accents, color-blocked game shorts and a nod to the uniforms of Chicago's professional sports teams with pinstripe detailing. Constructed with 3M reflective materials, the jersey name and layered-numbering are hit with a metallic finish. The shorts are designed with an enlarged star and McDonald's logo on the right leg and a graphic print on the underside of the waistband that reads "All American" when rolled up.

Comprised of red and white jerseys with black accents, the women's collection features diagonal pinstripes along the racerback top and short bottom, pops of color on the jersey collar and reflective name and numbers. The shorts display an enlarged star and McDonald's logo on the lower right leg, as well as a pattern comprised of McDonald's iconic Golden Arches on the inside of the waistband.

This year's POWERADE® Jam Fest, to be held at Chicago Theatre on March 28, includes a black and yellow uniform designed with reflective pinstripes along the men's sleeves, women's jersey top and on both short's extended waistband and trim. Jersey numbers, names and the McDonald's logo on the short are designed with reflective hits, while the McDonald's Golden Arches logo is showcased when the waistband is rolled up.

To give players optimum performance on the court, each uniform features the same lightweight, sweat-wicking technology used in the NBA. Targeted ventilation zones on the chest, back and side keep players cool even in the most intense moments of the game. A mid-hole mesh on the short maximizes comfort and breathability as the game heats up.

“This collection of state-of-the-art apparel elevates the style of the McDonald's All American Games,” said Douglas Freeland, director of the McDonald's All American Games. “adidas is bringing the best in uniform and shoe design to the biggest high school hoops stage.”

Players will lace-up the latest adidas basketball footwear including a limited edition colorway of the D Lillard 2 and D Rose 6 signature shoes from NBA All-Stars Damian Lillard and Derrick Rose. Each shoe has red, black and white Primeknit threads, black detailing treated with a metallic gloss finish, yellow accents and a camo-print outsole while the McDonald's All American Games logo is featured on the tongue.

In November 2011, McDonald's announced adidas as the new official footwear, uniform and apparel provider for the McDonald's All American Games. The McDonald's All American Games partnership adds another elite high school event to the adidas Basketball lineup, which also includes adidas Nations, adidas Gauntlet and Summer Championships.

The 39<sup>th</sup> Annual McDonald's All American Boys Game will tip-off at 8:00 p.m. CT and will be broadcast live on ESPN. The 15<sup>th</sup> Annual Girls Game will begin at 5:30 p.m. CT and will be broadcast live on ESPNU. Tickets to the Games can be purchased via [Ticketmaster](#), charge-by-phone at 1-866-909-GAME and at the United Center box office. Net proceeds from the 2016 McDonald's All American Games will benefit Ronald McDonald House Charities® (RMHC®). For more information about the McDonald's All American Games visit [www.mcdaag.com](http://www.mcdaag.com).

#### **About adidas**

adidas has been providing innovative products for the world's best athletes for more than 60 years, from past legends to today's superstars, such as James Harden, Derrick Rose, Damian Lillard, Andrew Wiggins and Kyle Lowry. adidas outfits the best basketball players in the world as the official uniform and apparel provider for the NBA, WNBA and the NBA Development League along with the top collegiate basketball programs including Kansas, Louisville, UCLA and Indiana.

#### **About McDonald's**

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to approximately 27 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on [Twitter](#) and [Facebook](#).

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