**adidas further strengthens its alliance with Marvel’s Avengers to continue its successful kids collection in SS16**

**Herzogenaurach, Germany (11th April, 2016) –** Following last year’s success with the first kids collection inspired by Marvel’s *Avengers: Age of Ultron,* this spring adidas will introduce its latest collection of kids footwear, apparel and accessories. The new collection is inspired by the Super Heroes of the newest film in the Marvel Cinematic Universe, Marvel’s *Captain America: Civil War,* set to hit theaters worldwide in May.

The latest kids lines, which cover little kids and youth alike, are released at adidas retail and online shop on 1st April to enable its younger fans to sport their favourite pieces head-to-toe.

The collection will feature exciting new designs inspired by the most well-known Avengers: Thor, Hulk, Iron Man and Captain America. Furthermore, details like laser cut executions, reflective logos and its climalite technology, a part of adidas clima revolutionary body heat management technology, complete the Super Hero inspirations to offer a unique functional training collection. Both lines include again tees, shorts with accompanying shoes and a selection of accessories.

For further information please visit: [www.adidas.com](http://www.adidas.com)

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**Notes to the Editors:**

About adidas:

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. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade.

About Marvel Entertainment, LLC   
Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [marvel.com](http://www.marvel.com/).© 2016 MARVEL

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