

EMBARGOED 10TH JUNE – 11AM (CET)

Dele Alli ready to take on the best in Europe as he stars in latest First Never Follows film from adidas

- Alli's trademark fearlessness celebrated in First Never Follows film -
- Film launched as Alli gets ready for his first major tournament appearance -
- 20 year old is set to bring new attitude to his country as he arrives on world stage -



Herzogenaurach, 11th June 2016 – One of the world's most talented young footballers, Dele Alli has continued his meteoric rise as the star of the latest First Never Follows film from adidas, which launched today ahead of his country's opening game in the UEFA EURO 2016™. On the back of a breakthrough season that saw Alli shatter expectations and emerge as one of the world's most exciting talents, he is set to make waves in his first major tournament appearance.



The film is narrated by a young football fan as he tries to recreate Alli's uncompromising skills and fearless attitude. The film pays tribute to Alli's playful personality, highlighting his trademark wave, his ever present grin and his notorious Myspace profile picture that had the football world laughing with him in 2015. Dele Alli has brought a new playful fearlessness to English football with his controlled flair and sublime touches from midfield that features throughout the film.

In the film, Alli wears the new ACE 16+ PURECONTROL, the boots that he'll wear at the UEFA EURO 2016™ as he makes his debut performance at a major tournament for his country.

To view the film, visit <https://youtu.be/a3dPtOb8SM>

Ahead of the opening game of UEFA Euro 2016™, Dele Alli said:

"When I step on the pitch, I always try to bring the same attitude I've had since I first started playing. Never being afraid to try new skills or go in for a tackle or go for something a bit special. That's why I've always got a smile on my face, because I'm always trying something new. That attitude is what I'm going to bring to my first major international tournament, just as I did when I was playing at my local 5-a-side."

For further information please visit adidas.com/football or go to facebook.com/adidasfootball or follow [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

- END -

For further media information please visit

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

Simon Bristow

PR Director – Herzo Newsroom

Email: simon.bristow@adidas.com

Alan McGarrie

Global Director PR & Social Media, adidas Football

Email: alan.mcgarrrie@adidas.com



Tel: +49/9132/84-73 703

Tel: +49/9132/84-4686

Notes to editors:

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 the world's top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus, Chelsea and AC Milan. Some of the world's best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa and Mesut Özil.