



Information

Zinedine Zidane to award adidas stars with 'Firsts' during UEFA EURO 2016™ knockout phase

- Latest "First Never Follows" film announces Zidane as the judge of 'First' moments -
- Zidane to award badges each time a player breaks new ground during knockout phase -
- Legendary midfielder will decide what merits a 'First' for star players -



Herzogenaurach, 25th June 2016 – As UEFA EURO 2016™ moves into the knockout phase, adidas today unveiled the latest "First Never Follows" film in which legendary midfielder, Zinédine Zidane, is given the power to award 'Firsts'.

Throughout the tournament, adidas has awarded Firsts to players who break new ground in the competition, from Gareth Bale's 30 yard free-kick to Manuel Neuer's fingertip save against Ukraine. As the spotlight on adidas' star players increase, Zidane will now be the gatekeeper for awarding these Firsts moments.



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Zidane is one of the most decorated players of all time and knows exactly what it takes to win, most recently becoming only the seventh person in history to win the UEFA Champions League as both a player and a coach. Now, he will be watching the closing stages of this summer's tournament and making the ultimate decision about whether what happens on the pitch is worthy of First status. For each First moment, the player in question will be awarded with special badges on adidas' social media channels.

The "First Never Follows" film, narrated by a young football fan, recounts some of Zidane's most iconic moments on the pitch, including winning the FIFA World Cup and UEFA European Championships for his country, as well as scoring one of the all-time great goals in the final of the UEFA Champions League for Real Madrid.

To view the film, visit <https://youtu.be/BQklhbbj8sk>

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.

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

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About adidas Football



Information

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.