**adidas Creates Special Edition Cleats & Icon Turf Trainer to Honor Jackie Robinson**

***adidas Employees Build New Baseball & Softball Field at Robinson’s High School Alma Mater***

**PORTLAND, Ore., April 10, 2017** – To celebrate the 70th anniversary of Jackie Robinson™ breaking baseball’s color barrier on April 15, 1947, adidas today unveiled a special edition baseball cleat and turf trainer and announced a new field at Robinson’s alma mater, John Muir High School in Pasadena, Calif., to celebrate Jackie Robinson Day on April 15.

**2017 Special Edition Jackie Robinson™ adizero Afterburner**

With a cream colored premium suede version of the 2017 adizero Afterburner as a blank canvas, the cleat’s design is centered around Robinson’s signature, which is highlighted in gold foil above a 70th anniversary gold embroidered stencil commemorating the historic date he started in the majors. The old school numeric stencil is inspired by Robinson’s gym bag that displayed his universally retired uniform number (42).

Accenting the cream base color, the bronze color pallet reflects the bricks from Brooklyn’s legendary Ebbets Field, where Robinson started and finished his baseball career, and the ballpark’s façade is highlighted on the heel of the cleat. Additionally, the bronze plate of the cleat was inspired by Robinson’s Hall of Fame bust. Further encapsulating some moments in time, adidas’ iconic three stripes are stitched in brown and black tweed to pay homage to the tweed suit jacket Robinson wore the day he retired from the game and Robinson’s stats are stamped into the heel pulltabs (BA .311 | R 947 | H 1518 | SB 197 | RBI 734 | HR 137).

**2017 Special Edition Jackie Robinson™ adidas Baseball Icon Turf Trainer**

The adidas Baseball Icon Turf Trainer is designed to showcase style and built to clock in hours at the batting cage and practice field. The trainer pays homage to Robinson with lightweight, durable tweed materials that reflect the tweed suit jacket Robinson wore the day he retired from the game, along with a leather heel and reinforced heel clip in the shape of Ebbets Field.

Robinson’s signature and the 70th anniversary stencil to commemorate the historic date he started in the majors are embossed into the reinforced medial IRONSKIN toecap. Mirroring the special edition cleats, Robinson’s stats are stamped into the heel pulltabs (BA .311 | R 947 | H 1518 | SB 197| RBI 734 | HR 137).

The tip of the cap to Robinson continues on both the adizero cleats and Icon Turf Trainer with a custom sockliner that features his signature in gold foil emblazoned atop a hand-drawn sketch of Robinson sliding into second base. Additionally, the tongue of the cleats and trainer are donned with a 70th anniversary gold pin that was inspired by 1947 World Series press pins. The pin features Robinson’s signature, Ebbets field, 1947-2017 dates and two crossing baseball bats.

The Special Edition Jackie Robinson™ inspired adizero Afterburner will be available for $120 each and the Icon Turf Trainer will be available for $100 each on 4/14/17 at [adidas.com](http://www.adidas.com/us/baseball-shoes), [Eastbay.com](http://www.eastbay.com/) and [dickssportinggoods.com](http://www.dickssportinggoods.com/home/index.jsp).

**New Baseball and Softball Field at John Muir High School**

Twenty adidas employee volunteers visited John Muir High School to build a new baseball and softball field that will serve the school’s approximately 900 students and drive the community’s Little League participation.

“Jackie Robinson changed the game of baseball forever,” said Tauna Dean, director of adidas Social Purpose. “He showed us what breaking barriers looks like. We believe that through sport, we have the power to change lives and we want to help positively impact lives by removing barriers to sports for kids who might not have an opportunity to play otherwise. This new baseball and softball field is just one small way we can help our sports community.”

In addition to the field, adidas is giving the baseball and softball teams at John Muir High School special edition Jackie Robinson-inspired uniforms and cleats for their games on Jackie Robinson Day on April 15th.

For more information and images of the Jackie Robinson inspired cleats and trainer, and images of the John Muir High School baseball and softball field, please visit <http://news.adidas.com/US> and join the conversation on Twitter and Instagram via [@adidasBaseball](http://www.twitter.com/adidasbaseball) and <https://www.facebook.com/adidasbaseball> #JackieRobinsonDay #cleathead #teamadidas.

*Jackie Robinson™ licensed by The Estate of Jackie Robinson & Mrs. Rachel Robinson.*

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