**BIO: Blondey McCoy**

Blondey McCoy is the latest addition to the adidas international skateboarding roster. He served his apprenticeship on the streets of London, with time spent at the infamous, and now reborn Southbank. Blondey is also an established artist and model, appearing in a string of shoots for several fashion magazines and brands like adidas Originals. Blondey got on the adidas team at the tail end of 2015, but it wasn’t until his announcement during the release of *Away Days* that it became official.