**adidas Pride Pack**

**adidas calls all creators to reinvent their place in history by continuing the support of LGBT equality. This month, adidas will release four exclusive styles throughout Pride Month and continue to support the Rainbow Laces charity.**

**(June 2017) –** Celebrating the spirit of creators, doers and people who overcome adversity, re-imagined and wrote their own stories – adidas Originals has updated the classic EQT, Superstar, with adidas Running updating the UltraBOOST and adidas Basketball updating the Crazy silhouette with a brand new tertiary palette. Taking inspiration from the evolving LGBT community – adidas looks to grow beyond the rainbow and its primary and secondary colorways with a tertiary palette that is representative of the inclusivity of the many identities that make us bold and vibrant.

In line with Pride Month, adidas will continue to support The Rainbow Laces campaign with a charitable donation. The charity commits to making sport everyone’s game by promoting equality for lesbian, gay, bi and trans fans and players in sport, while also raising awareness of the problem of homophobia, biphobia and transphobia – building support for LGBT equality in all sports, at all levels.

Pride products will be available starting June 2nd, 2017 on [adidas.com](http://www.adidas.com/us) and continue to drop throughout Pride Month. Information on each shoe can be found below.

**UltraBOOST Pride:**

UltraBOOST features a full-length BOOST midsole comprised of 3,0000 energy capsules, while the midsole technology helps return energy with each step. A Primeknit upper provides support and breathability.

**Retail Price: $200**

**EQT:**

A bold take on the EQT style shoe, splashed with rainbow graphics for Pride.

With roots in the early '90s Equipment series, the EQT Support ADV series reinterprets running-inspired design in street style mode. These shoes celebrate Pride with a rainbow-toned dot graphic across the rear heel overlay and sockliner. The style maintains its breathable mesh upper, knitted lining and rubber outsole.

**Retail Price: $140**

**Superstar:**

A playful rainbow-hued spin on the classic shell toe. The legendary look of the adidas Superstar sneaker becomes a canvas for LGBT pride. Made in leather, these shell-toe sneakers are splashed with a multicolored dot print inspired by the rainbow flag. A contrast tongue and heel tab complete the authentic look.

**Retail Price: $100**

**Crazy Explosive Low Pride:**

Crazy Explosive Low silhouette pairs dynamic lacing with a single-piece upper for uncompromised fit, lockdown and stability. The style is lifted on full-length BOOST and supported by a TPU roll cage, harnessing its added energy return for controlled comfort when striking to the basket.

**Retail Price: $130**