



ADIDAS AND PARLEY TURN NEW YORK CITY BLUE WITH THEIR INAUGURAL 5K RUN TO  
RAISE AWARENESS FOR THE OCEANS

- More than 550 runners take part in Run For The Oceans through New York City at night, turning the city streets blue
- adidas and Parley collaborate during World Oceans Day week to demonstrate how sport has the power to change lives
- Global participants ran the world eight times to raise awareness for the cause
  - Join the global movement and sign up for the Digital Run at [adidas.com/runfortheoceans](https://adidas.com/runfortheoceans)

Herzogenaurach/New York, June 9, 2017 – Last night, adidas and Parley for the Oceans invited their communities of runners, athletes, ocean ambassadors, environmentalists, artists, influencers and media to unite during their first ever Run For The Oceans as they turned New York City blue to spread awareness for ocean conservation.

The initiative between adidas, Parley and Runtastic and the 550-strong collective of ocean advocates including rugby player **Dan Carter**, marathon record holder **Mary Keitany**, sprinter **Shaunae Miller**, swimmer **Ian Thorpe** and marathon runner **Neely Spence Gracey**, demonstrates the power that sport has in mobilizing communities and inspiring positive change, and will motivate runners everywhere to commit to the oceans.

The experience started at an interactive, immersive festival area at Long Island City Landing where guests learned from Parley spokespeople about the Parley A.I.R. strategy – an approach which stands for 'Avoiding', 'Intercepting' and 'Redesigning' plastic. Then, as day turned to night, **Cyrill Gutsch**, Parley founder, **André Maestrini**, Global General Manager, adidas Running, rapper **Pusha T** and event host **Rachel Demita**, who came straight from hosting the NBA finals to be at the event, ignited the passion of the runners with motivational speeches to inspire action. Collectively they kicked the run off before the 550-strong procession turned streets, iconic city landmarks, trees and buildings blue along the 5k route, a tribute to the oceans.



After the run, guests were encouraged to discover the full ocean celebration including sustainable PangeaSeed art murals depicting the beauty and fragility of the ocean's ecosystem, an interactive pledge wall inspiring the runners to commit to the oceans, multiple immersive education pieces and the event finale – a performance by world-renowned rapper Pusha T.

**André Maestrini, Global General Manager, adidas Running**, said “Through the Run For The Oceans initiative we have inspired the world’s runners to join our cause and run for the conservation of our oceans. So far, the Digital Run has united the world and collectively we have run around it eight times already, a figure we hope to increase by Sunday when the run closes, all to demonstrate our commitment to the oceans and to spread awareness for the cause. Last night we furthered this commitment as we ran through New York City, turning it blue on World Oceans Day.”

adidas x Parley have made the movement accessible for all by creating a Digital and Story Run. The former educates and motivates runners all over the world to commit to ocean health by contributing their mileage to the cause. The latter is a Runtastic Cardio App based on unconscious interval training and seeks to provide ongoing education on ocean conservation.

To find out more about how to get involved visit and sign up at [adidas.com/runfortheoceans](https://adidas.com/runfortheoceans). Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using **#adidasParley** and **#RunForTheOceans**.

**END**

*UltraBOOST Parley, UltraBOOST X Parley and UltraBOOST Uncaged Parley have a MRRP of € 199,95 and will be available from June 28th in-store and online at [adidas.com/Parley](https://adidas.com/Parley). There will be an exclusive pre-sale in the US starting June 8th.*

### **About adidas and Parley**

In April 2015, adidas [announced a partnership with Parley for the Oceans](#), an environmental organization and collaboration network that raises awareness for the beauty and fragility of the oceans and implements comprehensive strategies to end their destruction.



As founding member, adidas supports Parley for the Oceans in its efforts in communication and education, research and development, direct action and eco innovation. The mutual focus is on Parley's comprehensive Ocean Plastic Program, which is led by the Parley A.I.R. Strategy (Avoid, Intercept, and Redesign) to end marine plastic pollution.

Through the Parley A.I.R. Strategy, adidas is committed to reducing the use of virgin plastic in its products. Since adidas released the UltraBOOST Uncaged Parley, the first commercial footwear made with Parley Ocean Plastic™, the brand has broadened its portfolio of performance products using this material for swimming, outdoor, and football. The brand is committed to creating one million pairs of footwear with Parley Ocean Plastic™ by the end of 2017.

**About Parley for the Oceans:** <http://www.adidas.com/us/parley>

**Parley AIR Strategy:** <http://www.adidas.com/us/parley>

**Other links:**

[www.parley.tv](http://www.parley.tv)

[www.oceanplastic.com](http://www.oceanplastic.com)