



## ADIDAS RUNNING RELEASE THE FIRST EVER PARLEY EDITION OF THEIR FASTEST SILHOUETTE – THE ADIZERO PRIME PARLEY

- Launched at the IAAF World Championships, the footwear features marathon world record holding adios sole for unparalleled speed
- Olympic gold medallist sprinters Wayde Van Niekerk, Yohan Blake, Shauna Miller and Tori Bowie are among the first to wear one of the limited-edition pairs
- Combines an energy-returning BOOST™ midsole with a Primeknit upper, made from 95% Parley Ocean Plastic™
- Japanese wording and origami-inspired patterning on the side and upper nods to the heritage and craftsmanship of the silhouette

**Herzogenaurach/London, August 4<sup>th</sup>, 2017:** To mark the start of the IAAF World Championships today, adidas launch adizero Prime Parley, a fast-focused, elite running shoe with the same engine and construction as adidas' marathon world-record setting models. The latest creation in the adizero collection fuses high performance, innovation and style with purpose, thanks to the integration of Parley Ocean Plastic™ which is made from upcycled waste, intercepted before it reaches the ocean from beaches and coastal communities.

The adizero silhouette combines an energy-returning BOOST™ midsole with a Primeknit upper, alongside other features crafted to inspire runners to be faster and more confident with each step. Fans of the new silhouette include Olympic gold medallist sprinters and IAAF World Championship competitors **Shauna Miller** and **Tori Bowie** from the US, **Yohan Blake** from Jamaica and current 400m world-record holder **Wayde Van Niekerk** from South Africa who said “The adizero Prime Parley makes me fast, agile and light on my feet. Knowing that I can help protect the oceans, while doing what I love and achieving my best speeds is an amazing feeling.”



In the sole, the ultra-responsive comfort and cushioning of **BOOST™** stores and unleashes energy every time the foot hits the ground, whilst the **TORSION® SYSTEM**, a bar made from renewable materials, supports the foot's natural flex from heel to toe. A **Continental™** natural rubber **STRETCHWEB** outsole injects underfoot flex and energy and also provides all-weather traction, whilst the full-length **BOOST™** midsole is designed to help runners go faster and further with less fatigue. This unique combination of energy-returning and comfort-enhancing features gives runners unrivalled speed and endurance in any climate.

To create the perfect fit for every runner, two features of the adizero Prime Parley are key. The speed-enhancing **MICROFIT** locks down your heel for a secure fit that enables a faster run, whilst the **PRIMEKNIT** upper, made of 95% Parley Ocean Plastic™, wraps the whole upper foot to supply lightweight comfort and an adaptive fit.

**Matthias Amm, Category Director, adidas Running** said, "This is an exciting time in the history of adizero. Not only are we proud to see the family evolved with Parley material, but we are continuing to break the boundaries of craftsmanship in our drive to advance our heritage of marathon successes and achieve world-record setting speeds. Almost 10 years after Hailie Gebrselassie broke the world record at the Berlin marathon, we return this September to see our best athletes attempt to break the world record in our brand new adizero models."

The adizero Prime Parley, available in colourways inspired by the oceans and combined with the colours of the IAAF World Championships, is the latest product launch in the ongoing partnership between adidas and Parley, a charity committed to the conservation of the oceans. Each Energy-return **BOOST™** midsole with Primeknit upper prevents approx. 11 plastic bottles potentially from entering our oceans.

To find out more, please visit: [adidas.com/Parley](http://adidas.com/Parley).

*adizero Prime Parley have a MRRP of €200 and will be available in limited numbers in the US from July 8 and at [adidas.com/Parley](http://adidas.com/Parley). Follow the conversation at @adidasrunning on Instagram, Twitter and Facebook using #adizero #adidasParley.*