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**adidas Spotlights Powerful Women**

**Who Change the Rules of Sport with**

**Confidence and Creativity in New Running Campaign**

*Karlie Kloss, Kathrine Switzer, Mary Keitany, Robin Arzon, Jessie Zapo*

*and Jen Rhines Show They’re Fearless AF and Challenge Other Women to*

*Create Their Own Bold Statements of Individuality*

**NEW YORK, Nov. 2, 2017**– adidas today unveils its new women’s running film, titled Fearless AF, that spotlights six powerful female adidas athletes and ambassadors with the confidence and creativity to change the rules of sport. The video, debuted today [online](https://youtu.be/GUFIDoqJGBs), will live on digital platforms across adidas.com and brand social channels.

The campaign – featuring supermodel and Kode With Klossy Founder, Karlie Kloss; the first woman to officially run the Boston Marathon and social advocate, Kathrine Switzer; three-time defending champion of the world’s largest marathon, Mary Keitany; ultramarathoner and Vice President of Fitness Programming at Peloton, Robin Arzon; NYC running trailblazer, track & field coach and art therapist, Jessie Zapo; and Olympic distance runner, Jen Rhines – breaks down female stereotypes and unifies women who have created their own path to compete in this weekend’s big race.

“We’re past the point of empowering women,” Alexa Andersen, category director for women’s running at adidas U.S. “Women are already empowered. This campaign is about celebrating real women who tackle challenges head on, defy conventions, express themselves and fuel creativity in the name of sport.”

Behind each woman is a personal statement that describes the strength and creativity that drives her passion for sport and desire to better the world.

**Karlie Kloss – Boss AF**

A first-time marathon runner, supermodel and entrepreneur, Karlie is dedicated to ensuring young women have access to computer science education opportunities through her Kode With Klossy organization. By providing scholarships and setting up coding summer camps across the country, Kode With Klossy works to empower young women to learn to code and become leaders in tech.

**Kathrine Switzer – Fearless AF**

Kathrine proved that she was just as capable of running long distances as men in 1967 when she was the first registered woman to run the Boston Marathon, despite an attempt to be removed. Since, she has inspired millions of women beyond the finish line through the non-profit organization 261 Fearless.

**Mary Keitany – Determined AF**

The Kenyan long distance runner is a heavily decorated athlete and the second fastest female marathoner in history. Mary holds the world record for a women-only marathon is defending champion of two of the world’s most popular marathons.

**Robin Arzon – Bold AF**

Robin left her successful law career to reinvent herself in the fitness world as an ultramarathoner, running coach, cycling instructor and diabetes advocate.

**Jessie Zapo – Creative AF**

Jessie uses her creativity to make a positive impact on fellow New York runners as the Run Coach for adidas Runners NYC and women through her run club Girls Run NYC, as well as her work as an art therapist with underserved youth in Brooklyn.

**Jen Rhines – Fierce AF**

The three-time Olympian with more than 20 years as a professional runner is a truly versatile runner as she competes in track, cross country and road running events.

“I never thought I would ever run a marathon, but after completing my first half-marathon in 2015 and watching the New York City Marathon for years, I decided to take on the challenge,” said Karlie Kloss. “My training has taught me that when you overcome fear and step outside your comfort zone, your mind and body are capable of more than you can imagine.”

“Only six months after running the Boston Marathon 50 years after I first did it (both times in three stripes), I’m excited to test my fitness for the fifth time in New York,” said Kathrine Switzer. “It’s been 42 years since I’ve run here, but as always, I’m in good company alongside other fearless women who continue to break barriers and change the world, especially the team of 261 Fearless charity runners.”

Runners and women alike are encouraged to create their own \_\_\_\_\_ AF manifesto at the adidas NYC Flagship store photo booth and t-shirt creation stations that will be set-up on Nov. 2-6 and share on social using #takecharge, @adidasrunning, @adidaswomen and @adidasnyc.

Product worn by the women featured in this campaign is available for purchase on [adidas.com](https://www.adidas.com/us/running) and in adidas stores. Styles include the new adidas Running **UltraBOOST X All Terrain**, **adidas by Stella McCartney UltraBOOST X Parley** and **the latest Fall/Winter 2017 women’s running apparel**. For more information visit [adidas.com/us/running](https://www.adidas.com/us/running).

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