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**adidas Soccer Reveals Telstar 18, The 2018 FIFA World Cup Russia Official Match Ball**

**- Ball revealed by Leo Messi, Zinedine Zidane, Alessandro Del Piero, Xabi Alonso and Kaka-**

**- Telstar 18 brought to life through a digital 3D projection mapping display -**

**- Fans from all over the world could tune in via a livestream on the adidas Football YouTube channel -**

**- Reveal took place at the iconic Artplay venue in Moscow -**

**MOSCOW, November 9, 2017 –** adidas Soccer has just revealed Telstar 18, the Official Match Ball for the 2018 FIFA World Cup Russia. The ball was showcased for the first time by Leo Messi and a host of adidas World Cup winners including Zinedine Zidane, Kaka, Alessandro Del Piero, Xabi Alonso, and Lukas Podolski.

Telstar 18 was launched through a digital 3D projection mapping display before being revealed by the five World Cup winners and Messi. The ball was then used in a small-sided game as members of Tango Squad were joined on pitch by Alessandro Del Piero, Xabi Alonso, Kaka and Lukas Podolski.

For the first time ever, fans from all over the world could tune into the reveal via a livestream on the [adidas Football YouTube channel](https://www.youtube.com/watch?v=YK2cWEYUPms&t=2139s).

The new Telstar 18 is a reimagining of the first adidas FIFA World Cup Official Match Ball, the Telstar, which was used at the 1970 tournament in Mexico. It features a brand new carcass and panel design engineered to provide performance and durability both in the stadium and on the street.

The ball also includes an embedded NFC chip – the first time it’s ever been used in an Official Match Ball – designed for increased consumer interaction.

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For more information visit [**http://www.adidas.com/us/soccer**](http://www.adidas.com/us/soccer) and join the conversation on [Twitter](https://twitter.com/adidassoccer)​ and [Instagram](https://www.instagram.com/adidasfootball/)​ with [#HereToCreate](https://www.instagram.com/explore/tags/heretocreate/).

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**For further media information please visit** [**http://news.adidas.com/US/home/SOCCER**](http://news.adidas.com/US/home/SOCCER) **or contact:**

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**About adidas Soccer**

adidas is the global leader in soccer. It is the official sponsor / official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League, the UEFA European Championships and Major League Soccer. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Karim Benzema, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Mesut Özil, Renato Sanches and Julian Draxler.