



## ADIDAS RUNNING AND MARC TER STEGEN UNVEIL THE LIMITED EDITION ULTRABOOST PARLEY

- FC Barcelona goalkeeper and German national team player Marc ter Stegen joins the movement to help raise awareness and create change to fight plastic pollution
- High performance with a higher purpose, every pair of UltraBOOST Parley and UltraBOOST X Parley repurposes approximately 11 plastic bottles intercepted before they have the chance to enter the ocean
- Featuring an 85% Parley Ocean Plastic™ Primeknit upper, the silhouettes spin the problem of marine plastic pollution into a progress
- Inspired by the colors of the urban harbor, the male and female drop is available on April 16 instore and online

Herzogenaurach, April 11, 2018 – As part of its long-standing partnership with environmental collaboration network, [Parley for the Oceans](#), adidas Running and FC Barcelona goalkeeper Marc ter Stegen have revealed a limited release UltraBOOST Parley silhouette to continue raising awareness for the threat of marine plastic pollution.

Inspired by the dark blues and greens of the urban harbor, the UltraBOOST Parley and UltraBOOST X Parley silhouettes fuse performance-oriented footwear technology with progressive eco-innovation. Demonstrating adidas' and Parley's commitment to implementing Parley AIR (Avoid, Intercept, Redesign) and tackling marine plastic pollution one step at a time, every pair of the limited collection **prevents approximately 11 plastic bottles from the possibility of entering the oceans.**

The exclusive silhouettes feature a Primeknit upper consisting of **85% Parley Ocean Plastic™** – an eco-innovative material created from upcycled marine waste, intercepted before it has the chance to enter the ocean. In the midsole, industry-defining **BOOST** technology, made with sustainable materials, delivers responsive comfort and cushioning that energizes from the ground up. In the sole, **Continental Rubber**, made from natural materials, provides a smooth and flexible ride and advanced grip in all conditions. Injecting education and purpose, a seamlessly integrated **NFC chip** in the right shoe provides the wearer with exclusive learning experiences about plastic pollution which can be accessed via their phones with one simple tap. Through the mobile platform consumers are



empowered to learn more about the collaboration, how to avoid plastic in their lives and how to take part in future initiatives. Also available in a women's-specific silhouette, the UltraBOOST X features a distinctive **Adaptive Arch**, a unique construction designed to adapt to the female foot.

**FC Barcelona goalkeeper Marc ter Stegen** said: "I live by the sea and try to spend as much time as possible there. When I first learnt about the adidas and Parley partnership, I immediately connected with it. I want to help change our environment through an initiative I believe in. I'm proud to partner with adidas Running and Parley to create awareness for the beauty of our oceans and work on projects that can stop their destruction. With every pair of this limited UltraBOOST Parley shoe, we prevent approximately 11 plastic bottles from potentially entering the ocean. This is one big step in making the world a better place."

**Cyrill Gutsch**, Parley founder added: "Parley was created to accelerate a process of change in people's approach to protecting our planet. I love working with passionate athletes like Marc who fall in love with the oceans and inspire their community to find creative solutions to bring awareness to their fragility and protect their future."

From June 8 to July 8, adidas Running will come together for the second consecutive year with Parley, Runtastic and its global running community for the global 'Run for the Oceans' initiative, established in 2017.

The UltraBOOST and UltraBOOST X have a MRRP of €200 and will be available in limited numbers online and instore from April 16, 2018. To find out more, please visit: [adidas.com/Parley](https://adidas.com/Parley). Follow the conversation at @adidasrunning on Instagram, Facebook and Twitter and using #UltraBOOST #adidasParley.

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**For questions or more information please contact:**

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