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**ALL MAJOR LEAGUE SOCCER TEAMS TO WEAR ADIDAS KITS MADE FROM PARLEY OCEAN PLASTIC™ FOR EARTH DAY 2018**

**- Parley jerseys will be exclusively worn by all MLS teams playing on Earth Day weekend, April 20-22** -

**- The kits are made using upcycled plastic waste intercepted on beaches and in coastal communities -**



**Portland, Ore. April 10th, 2018 –** adidas, Major League Soccer and Parley for the Oceans are expanding their efforts to raise awareness and inspire action around the harmful impact of marine plastic pollution by creating full customized uniforms built of technical yarns made using Parley Ocean Plastic™.

This year’s partnership, in conjunction with MLS WORKS Greener Goals, is part of the League-wide efforts on and off the field to highlight MLS’ commitment to environmental sustainability. All 23 teams will feature the adidas’ MLS Parley kits during Earth Day weekend, Friday, April 20 through Sunday, April 22.

The adidas 2018 MLS Parley jerseys for all 23 clubs will be available for purchase starting today at<http://www.adidas.com/us/soccer> and [www.mlsstore.com](file:///C:\Users\maillcri\Desktop\PARLEY\MLSstore.com).

“We are proud to continue to build upon our collaborative efforts with MLS and Parley for the Oceans to inspire creative solutions for protecting the world’s oceans,” said **Ernesto Bruce, Sr. Director of adidas Soccer**. “We believe in the innovative partnership we have forged and hope that these kits made using Parley Ocean Plastic inspire the soccer community to join us in preserving our precious environment.”

adidas and MLS first partnered with Parley for the Oceans with the introduction of the first MLS Parley jerseys in 2017 when four MLS clubs – New York City FC, Orlando City SC, LA Galaxy and Seattle Sounders FC - donned these kits on Earth Day. The 2018 edition of the jerseys comes in two colorways, non-dye and carbon, differentiating the two teams in each game.

“In partnership with adidas, we’re excited to bring the MLS Parley kits to all 23 clubs as part of this season’s MLS WORKS Greener Goals initiative,” said **JoAnn Neale, Chief Administrative & Social Responsibility Officer for Major League Soccer**. “MLS is committed to reducing our carbon footprint and raising awareness about environmental issues, including plastic pollution. We’re proud to support Parley for the Oceans and encourage the soccer community to create a cleaner, healthier environment.”

Each product is crafted using Parley Ocean Plastic™ upcycled from plastic intercepted on beaches and in coastal communities.  Once collected, the original plastic source is reworked into technical fibers that can then be repurposed for use in either apparel or footwear. To commemorate this unique process of repurposing plastic debris, and the greater mission behind it, the message “For the Oceans” is featured in the inside of the neck tape detailing, and each club’s name is featured on the back-neck.

“Creating change and playing soccer feels very similar. You strategize, you dive into the game and give everything you have. That’s why you never truly lose. You just get better and better. And suddenly victory is yours, as if it is the most normal thing in life", says **Cyrill Gutsch, Founder of Parley for the Oceans.** " The good thing with this partnership: with all 23 Major League Soccer teams flying our jerseys, the Oceans always win!”

Since the announcement of the adidas and Parley partnership in April 2015, the focus of the collaboration is the brand’s commitment to implement the Parley A.I.R. strategy (Avoid, Intercept, Redesign). As a part of “Redesign”, adidas is committed to increasing the use of eco-innovative materials such as Parley Ocean Plastic™ in its products as a replacement for virgin plastic and a symbol and catalyst for longer-term change. The partnership is also dedicated to setting new industry standards with a focus on creativity and collaboration.

In addition to checking out this gear in-person at all the MLS matches across the nation, fans will be able to see the new kits during the local and nationally-televised games across the weekend (schedule available [here](https://matchcenter.mlssoccer.com/schedule/2018-04-20)).

For more information visit [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 [#adidasParley](https://www.instagram.com/explore/tags/adidasparley/) and [#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) **and** [**www.adidas.com/parley**](http://www.adidas.com/parley) **or contact:**

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| Cristina Maillo Belda  PR Manager, adidas Soccer  Email: [Cristina.maillobelda@external.adidas.com](mailto:Cristina.maillobelda@external.adidas.com)  Tel: 503.915.9129 |  |

**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.

**About Major League Soccer**

Headquartered in New York City, Major League Soccer features 23 clubs throughout the United States and Canada. For more information about MLS, visit [www.MLSsoccer.com](http://www.MLSsoccer.com).

**About Parley for the Oceans**

Parley for the Oceans is the global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. The organization has formed alliances with major corporations including adidas, Anheuser Busch InBev (Corona), Intel; the United Nations; and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, and space and ocean exploration.

To address the fast-growing threat of marine plastic pollution, Parley puts forth a flexible, scalable strategy: Parley AIR — Avoid, Intercept, Redesign. The organization gained global attention by rebranding sustainability into ‘Eco Innovation’, and through the invention of Ocean Plastic™: a range of premium materials created from upcycled plastic waste intercepted from oceans, shorelines, and in coastal communities. The material provides a replacement for virgin plastic as well as a catalyst for awareness and funding of initiatives focused on longer-term, source-based solutions, including: Education and Communication, Direct Impact, Research and Development, and Eco Innovation.

During the Parley x Biofabricate conference held in New York on December 7, 2017, Parley for the Oceans announced a partnership with the Biofabricate summit and launched the ‘Material Revolution’ to boost the development of new materials that can replace current plastic and drive the success of the third pillar of Parley AIR: Redesign.

For more information about Parley for the Oceans, please visit [www.parley.tv](http://www.parley.tv/), and join the movement at [air.parley.tv](http://air.parley.tv/)