**adidas Extends Partnership with UEFA to 2021**

**Herzogenaurach, 22 May –** adidas is delighted to announce the continuation of its support for the UEFA Champions League through to 2021, as well as the UEFA Super Cup, UEFA Youth League and UEFA Futsal Champions League.

adidas has been the Official Match Ball Supplier since 2001 and is proud to remain a leading sporting partner in the world’s premier club football event.

Claus-Peter Mayer, VP Sports Marketing Football, said on the announcement: “As the number one football brand in the world, we have built up a longstanding partnership with UEFA that has seen a great deal achieved in European football. We’re looking forward to continuing this journey with our long-term partners.”

adidas’ aim is always to provide the best products for athletes and continuing to supply the Official Match Ball used in the UEFA Champions League is recognition that we are succeeding.

**- END -**

**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](https://urldefense.proofpoint.com/v2/url?u=http-3A__news.adidas.com_GLOBAL_PERFORMANCE_FOOTBALL&d=DwMFAw&c=5oszCido4egZ9x-32Pvn-g&r=ejfi0Fp458JEXSYrr1445YyHXJxypjLWyRQ3-waFQwo4OQK8Xs-9lZP4U6BFu65G&m=Kpj9LSUphr34BayZUwDzHCmebyCDw5GGlsw2UYgwbBs&s=vumAeWfgX683DIz7hy8uI3dHjfn94g-AgQLdI7ZRjxI&e=) **or contact:**

|  |  |
| --- | --- |
| Stuart Gower  Global PR Manager, adidas Football  Email: [Stuart.Gower@adidas.com](mailto:Stuart.Gower@adidas.com)  Tel: +4917/036/225/82 |  |

**Notes to editors:**

**About adidas Football**

adidas is the global leader in football. It is the official sponsor / official supplier partner of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup and the UEFA Champions League. 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, Gabriel Jesus, Mohammed Salah, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Mesut Özil and Julian Draxler.