**ADIDAS INTRODUCES NEW CO-CREATED RUNNING SHOE DESIGNED SPECIFICALLY FOR WOMEN**

*EdgeBOUNCE features unique insights from adidas Ambassadors Ally Love, Chinae Alexander, Jera Foster-Fell and Meagan Kong*

**Portland, Ore., May 30, 2018** – Today adidas introduces EdgeBOUNCE, the first women’s running sneaker co-created with adidas ambassadors Ally Love, Chinae Alexander, Jera Foster-Fell and Meagan Kong. EdgeBOUNCE is a versatile shoe made specifically for women that performs on the road and in the gym.

Over the course of 18 months these four women partnered with adidas Running designers to create a sneaker that would fit with their multi-sport lifestyle. The most important features needed to help them perform at their best included versatility, comfort, support and neutral colorways.

“EdgeBOUNCE doesn’t compromise on style and support. It’s functional enough to provide the support I need as a runner but stylish enough to wear out after my workout,” said Ally Love, Founder of Love Squad and NBA Host. “Working with a brand that listens to our feedback and creates a product based on our needs is really special.”

EdgeBOUNCE features an internal fit system that locks down into the sock liner allowing for an adaptive and adjustable fit across the midfoot. The textile upper provides extra support in the forefoot for lateral movements and BOUNCE technology in the midsole delivers extra cushioning.

“adidas is excited to be finding new ways to work with our brand ambassadors and influencers to co-create products based off their specific insights,” said Alexa Andersen, category director of adidas Women’s Running U.S. “Working with these amazing women over the past 18 months on EdgeBOUNCE has allowed us to rethink the way we approach product creation.”

EdgeBOUNCE will be available starting June 1 for $100 at [adidas.com](https://www.adidas.com/us/running_edgebounce), adidas retail stores, Dick’s Sporting Goods, Finish Line, SIX;02, Academy and Eastbay.

To join the conversation, follow @adidasrunning and #EDGEBOUNCE on social.

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