****

**ADIDAS SOCCER TO INSPIRE THE FUTURE OF SOCCER IN NORTH AMERICA**

**- The creative is an extension of the brand’s newest campaign, *Creativity is the Answer* –**

**- NYCFC Academy Player Giovanni Reyna featured as the future of U.S. Soccer -**

**- Tango League Events in LA and NYC turn streets into playgrounds through creativity -**



**LOS ANGELES, June 13, 2018 –**  In celebration of the FIFA World Cup™ returning to North America in 2026, adidas has created a content piece that represents the future of soccer in the U.S. as it also aims to inspire young aspiring soccer creators to dream big through creativity. Filmed in Los Angeles, the project represents how adidas collaborates with local athletes, artists and storytellers.

Starring New York City FC and U.S. Soccer rising star Giovanni Reyna, the video highlights how the player uses his creativity to turn the city into a playground that features artwork from local illustrator and soccer enthusiast Geoff Gouveia. Most importantly, the content aims to inspire the young soccer player into becoming the future of soccer in North America as the U.S., Canada and Mexico unite to host the 2026 FIFA World Cup™.

This creative is an extension of the brand’s newest campaign, *Creativity is the Answer*, which is a call to action from adidas to the world. The brand is inviting athletes, musicians, artists and filmmakers from London, Los Angeles, Tokyo, Paris, Shanghai, New York City and host city Moscow to co-create and shape the brand narrative. These images, moments and content that adidas and makers create together will form the first-ever from adidas open-sourced campaign and real-time pulse of the world’s biggest sporting event.

As part of this push to find creative answers within the sport, adidas Soccer will host Tango League events in Los Angeles and New York City on June 12 and 17, respectively. Players, ages 16-25, will battle out to be crowned Tango MVP of each city. The two reigning champions will then travel to Moscow to partake in the global Tango League final during the last week of the FIFA World Cup. While in the host nation, the U.S. representatives will compete against Tango MVPs from all around the world for a spot in the [Tango Squad F.C. managed by World Cup champion Xabi Alonso](https://www.youtube.com/playlist?list=PLfl6xCUNPx0oPm2PQ3rbJUkHXCF-Dvnpn).

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/).

**- END -**

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

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

**- END –**

**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 and Juventus. 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.