**adidas Baseball Unveils Special Edition “Splash Pack” for**

**the MLB Postseason**

**PORTLAND, Ore., October 2, 2018 –** adidas Baseball today unveiled their new “Splash Pack” baseball cleats – a collection of special edition footwear commemorating those teams advancing to postseason play.

Inspired by the heartfelt post-game celebrations where players drench their coaches with coolers after a monumental win, the “Splash Pack” cleats were designed to remind athletes of that moment and inspire them to strive for greatness in their postseason games. Featuring a moisture-like effect viatextured droplets on the upper that represent actual splashes of liquid, the cleats also feature a drink cooler graphic inside of the tongue and ice cube designs on the sock liner to evoke a feeling of celebration. Leading with a lemon-lime colorway, the “Splash Pack” cleats will also be available in neon orange, blue, red, and black iterations to match various team uniforms.

**The 2018 Special Edition “Splash Pack” adidas Baseball adizero Afterburner**

Built for speed and designed to make a statement, the adizero Afterburner Cleats feature a unique droplet upper with asymmetrical streaks of color on the outside and inner left side of the cleats to look as though they were splashed with colorful liquid.

The adizero Afterburner, the lightest cleat in the game, takes the baseball cleat silhouette to the next level by incorporating a sneaker profile and redefining fit, feel and lightweight construction. With a refined shape that is sculpted to be aerodynamic and wrap around the foot in order to provide a sock-like feel, the new TECHFIT breathable, compression bootie allows for flexibility and movement through the ankle, while an articulated heel helps deliver a lockdown sensation that makes the cleat feel like an extension of the foot for multidirectional movement and control.

At the forefront of innovation, design and craftsmanship, the adizero Afterburner is engineered with a lightweight, seamless SPRINTSKIN upper with zoned support and a reinforced abrasion toecap to help provide structure for lateral movements and sprints between the bases. Additionally, a textured, stripped down heel panel is designed to keep the weight of the cleat towards the ball of the foot for maximum acceleration.

The comfortable yet durable upper sits atop a full-length LITESTRIKE EVA midsole for increased cushioning and comfort. Inspired by track spikes worn by the fastest athletes on the planet, the 2018 adizero Afterburner is powered by a PROTRAX cleat configuration set within a holographic plate to provide dynamic acceleration and traction.

**The 2018 Special Edition “Splash Pack” adidas Baseball Icon**

The 2018 “Splash Pack” Icon cleats pay homage to post-game celebrations with a splash of color on the molded heel of the shoe and gradual fade to white towards the front to look as if they have been splashed from behind. The tongue tab features a drip of color on the front and drink cooler graphic on the inside, and additional anodized water droplets cover the shoe for a wetness effect throughout. Featuring a sneaker inspired upper with a TECHFIT bootie, the entire Icon design sits atop a full-length Energy Boost midsole to provide game-changing comfort, while a plate with PROTRAX cleat configuration provides dynamic acceleration and traction.

As the pioneer of #CLEATHEAD culture, adidas Baseball continues to set the pace with the “Splash Pack,” marking a new era of style, fused with innovation and performance for baseball. The special edition cleats will be available on October 2nd in five colors (Lemon Lime, Red, Royal Blue, Black and Orange) for both the Afterburner 3 and the Boost Icon 2 at [www.adidas.com](http://www.adidas.com/us/baseball?cm_mmc=AdiSocialMedia_PR-_-US_Baseball-_-adidasbaseball_email_Press)

For more information and images of “Splash Pack,” please visit <http://news.adidas.com/US> and follow the conversation on Twitter and Instagram via [@adidasBaseball](http://www.twitter.com/adidasbaseball) and <https://www.facebook.com/adidasbaseball> [#CLEATHEAD](https://twitter.com/search?q=%23cleathead&src=typd) [#teamadidas](https://twitter.com/search?src=typd&q=%23teamadidas)

# # #

**Contacts**

Paul Murphy

adidas Public Relations

[paul.murphy@adidas.com](mailto:paul.murphy@adidas.com)

971.234.4266

Lisa Cannellos

adidas Public Relations

[lisa.cannellos@adidas.com](mailto:lisa.cannellos@adidas.com)

212.352.6156