**adidas & NHL Unveil Special Edition ADIZERO Authentic Pro Jerseys Made From Parley Ocean Plastic™ for the 2019 Honda NHL® All-Star Game**

**Portland, Ore. / New York (January 9, 2019)** – adidas and the National Hockey League (NHL) today unveiled the new, eco-innovative and ocean-inspired ADIZERO Authentic jerseys for the 2019 Honda NHL® All-Star Game – the first-ever NHL hockey jerseys featuring repurposed and upcycled materials created in partnership with Parley for the Oceans.

The new special edition adidas ADIZERO Authentic Pro x Parley jerseys will be worn by the NHL’s best players exclusively for the 2019 SAP NHL All-Star Skills™ on Friday, Jan. 25 (6 p.m. PT / 9 p.m. ET, NBCSN, SN, CBC, TVAS) and for the 2019 Honda NHL® All-Star Game on Saturday, Jan. 26 (5 p.m. PT / 8 p.m. ET, NBC, SN, CBC, TVAS) at SAP Center in San Jose, Calif., home of the San Jose Sharks.

Created with Parley Ocean Plastic™, a range of materials made from upcycled marine plastic debris, each jersey is crafted to be a symbol of change in the movement to protect the oceans. By spinning a threat into thread, the adidas x Parley partnership gives new purpose to plastic bottles (polyester) and other plastic waste intercepted in marine environments. As a part of their partnership and joint commitments to ending marine plastic pollution through the Parley AIR Strategy (Avoid, Intercept, Redesign), adidas and Parley rework these various marine plastic waste materials into technical fibers that create the material framework of a durable, yet breathable fabric that is optimal for adidas performance apparel.

“As the creator sports brand, we create products tailored for an athlete, their sport, life and world

and we’re excited to introduce the special edition adidas ADIZERO Authentic Pro x Parley jerseys,” said Dan Near, Sr. Director of adidas Hockey. “This initiative continues adidas’ commitment to bring the brand’s biggest initiatives to the sport of hockey; led by ADIZERO – the lighter, cooler, stronger jersey that redefined fit, feel and lightweight construction; followed by SPEEDFACTORY – the first-ever high-performance running shoe created for Stanley Cup® Champions, and now the introduction of Parley into the adidas ADIZERO Authentic NHL jerseys – the first-ever environmentally-conscious hockey jerseys.”

“The NHL is a recognized leader in addressing major environmental challenges and preserving the roots of our game,” said Brian Jennings, NHL Chief Branding Officer and Executive Vice President. “adidas has been an incredible partner in our efforts and shares our commitment to promoting sustainable business practices. Each year, the NHL All-Star Weekend serves as an opportunity to showcase innovations across all aspects of our game. This year’s NHL All-Star Game in San Jose is the perfect setting for adidas to introduce environmentally-conscious jerseys that complement our focus on environmental stewardship.”

Inspired by the colors of the game - crisp white, like a fresh sheet ice and contrasting black, like a brand-new puck - the environmentally-conscious uniforms create an instantly classic aesthetic that pays homage to tools of the game. To create a more contemporary look, the jerseys feature each team’s crest, marking the first time that team logos are being used for NHL All-Star jerseys. Previously, All-Star jerseys have featured the NHL Shield and conference logo.

Additional design details include contrasting black or white perforated numbers, names and sleeve stripes, along with the 2019 NHL All-Star event patch on the right shoulder. Signifying an authentic jersey and symbolizing eco-innovation in the movement to protect the oceans, the Parley logo is featured inside the back of the collar. For the three-game tournament – played in a 3-on-3 format featuring four teams – the home team will wear black and the away team will wear white jerseys.

At the forefront of innovation, design and craftsmanship, the adidas ADIZERO Authentic jersey takes the hockey jersey silhouette to the next level by redefining fit, feel and lightweight construction. The adidas ADIZERO Authentic jersey is lighter, cooler and stronger, featuring ADIZERO lightweight cresting and twill numbers, adidas Clima® technology and Aeroknit detailing, the platinum NHL Shield and an interior fight strap.

The special edition adidas ADIZERO Authentic Pro NHL All-Star x Parley jerseys will be available for $200 USD | $220 CAD each at [adidas.com](http://www.adidas.com/us/nhl), [adidas.CA](http://www.adidas.ca/), NHLShop.com, [NHLShop.ca](http://shop.nhl.com/) and NHL team stores. For more information and images of the new jerseys, please visit <http://news.adidas.com/US> and join the conversation on Twitter and Instagram via [@adidasHockey](https://twitter.com/adidashockey), [@adidasca](https://twitter.com/adidasCA), [@NHL](https://twitter.com/NHL) [#teamadidas](https://twitter.com/search?q=%23teamadidas&src=tyah) [#NHLAllStar](https://twitter.com/search?q=%23NHLAllStar&src=tyah).

adidas is committed to increasing the use of eco-innovative materials such as Parley Ocean Plastic® and regenerated ECONYL® yarn in its products as a replacement for virgin plastic and a symbol and catalyst for longer-term change. In addition to the special edition adidas ADIZERO Authentic Pro x Parley jerseys, each player and coach will also receive adidas x Parley gear, including adidas ZNE hoodies and pants. Additionally, NHL All-Star Weekend will see the integration of Parley with several activations at Fan Fest and inside SAP Center Arena.

**About adidas Hockey**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

In 2015, the NHL® and adidas announced a seven-year partnership with adidas as the authentic outfitter of on-ice uniforms and official supplier of licensed apparel and headwear. For the 2017-18 NHL season, the 3-Stripes brand unveiled the new adidas ADIZERO Authentic NHL jerseys for all 31 NHL teams. At the forefront of innovation, design and craftsmanship, the new adidas ADIZERO Authentic NHL jersey takes the hockey uniform system to the next level by redefining fit, feel and lightweight construction.

adidas Hockey’s NHL roster includes 3-time Stanley Cup® Champion (2009, 2016, 2017), 2-time Conn Smythe Trophy winner (2016, 2017), 2-time Olympic Gold Medalist (2010, 2014) and 3-time Ted Lindsay Award (2007, 2013, 2014),Sidney Crosby of the Pittsburgh Penguins; 2-time Art Ross Trophy (2017, 2018), 2-time Ted Lindsay Award (2017, 2018) and Hart Memorial Trophy winner (2017), Connor McDavid of Edmonton Oilers; Stanley Cup® Champion (2011) and 5-time All-Star, Tyler Seguin of the Dallas Stars; Stanley Cup® Champion (2011) and 4-time Selke Award winner, Patrice Bergeron of the Boston Bruins; Norris Trophy Winner (2013), Olympic Gold Medalist (2014) and 2-time All-Star, P.K. Subban of the Nashville Predators and Norris Trophy winner (2014), NHL Foundation Player Award winner (2015) and 5-time All-Star, Brent Burns of the San Jose Sharks and 2018 Calder Trophy (Rookie of the Year) winner, Mathew Barzal of the New York Islanders.

**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), American Express; the United Nations; the Maldives and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, and space and ocean exploration. To know more: [www.parley.tv](http://www.parley.tv/)

**About the NHL**

The National Hockey League (NHL®), founded in 1917, consists of 31 Member Clubs, each reflecting the League’s international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year,the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 151 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat and YouTube; and more than 100 million fans online at NHL.com.  The League broadcasts games in more than 160 countries and territories through its rightsholders including NBC/NBCSN and the NHL Network in the U.S., Sportsnet and TVA in Canada, Viasat in the Nordic Region and CCTV and Tencent in China. The NHL reaches fans worldwide with games available online in every country including via its live and on-demand streaming service NHL.TV™. Fans are engaged across the League’s digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio; and on [NHL.com](http://email.pr-email.nhl.com/c/eJwtzEEKwyAQQNHTxF3FGXWcLlwEgnRRegejLQqaBMn9aSiFv_0ve86QNInqUQGrOzCwBkQJEhYyBpegDNAcnJ2MOsbt3WNtcitNpr2L4lNW0agIZBE0AaP7RGRAy6szRKtovpznMel5wnD1ejx_5_Bbr20f-WL_2hcacSbd), available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League’s inception, powered by SAP. The NHL is committed to building healthy and vibrant communities through the sport of hockey by increasing youth participation and engagement; fostering positive family experiences; promoting inclusion, positive culture and leadership; and supporting sustainable community impact.

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