**ADIDAS AND ALL BLACKS JOIN THE FIGHT AGAINST MARINE PLASTIC POLLUTION WITH THE RELEASE OF THE FIRST-EVER ADIDAS RUGBY PARLEY COLLECTION**

- adidas and Parley for the Oceans collaborate to help end marine plastic pollution and create the future of sport –

- First rugby apparel to be made from Parley Ocean Plastic™–

- Apparel range to be worn by All Blacks during Investec Rugby Championship -

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**Herzogenaurach, 1st April 2019** – adidas and the All Blacks are joining forces in the fight against marine plastic pollution with the release of the first ever adidas Parley rugby collection made from Parley Ocean Plastic™.

The range includes two All Blacks Parley training jerseys, a Parley tee, a Parley hoodie and Parley shorts and is the latest collection in the adidas x Parley partnership which is aimed at highlighting the environmental impact plastic waste has on our oceans and harnessing the power of collaboration, eco-innocation and sport to drive solutions. Intercepted and upcycled marine plastic waste is woven into the fabric of the apparel, spinning the threat into thread.

The training jersey features a special design, a hoop graphic based on a breaking wave to link the jersey back to the oceans.

The new training apparel will be worn by the All Blacks during this year’s Investec Rugby Championship and available for fans to buy from 1 April.

Matthew Fielding, adidas Category Director said: “True to the ethos of the adidas x Parley partnership, the All Blacks collection has been designed to create change. The apparel is made with Parley Ocean Plastic™ — Parley’s material created from up-cycled plastic waste intercepted on beaches and in coastal communities. Parley is helping to combat marine plastic pollution, raise awareness and champion eco-innovative solutions to one of today’s most pressing environmental issues. “

In 2018, several All Blacks received a first-hand briefing on the fast-growing threat of marine plastic pollution when they took part in an educational session with Parley ambassadors on Motuihe Island in Auckland’s Hauraki Gulf, which is a New Zealand Department of Conservation wildlife and nature reserve. Watch <<[video here](https://www.dropbox.com/sh/1qos50wo0p6pelp/AADH4gMiDC_gB1Mn7eM3bcCsa/Video/Hero%20Launch%20Video?dl=0&preview=adidas+All+Blacks+Parley+1x1+FINAL.mp4&subfolder_nav_tracking=1)>>>

All Blacks inside back Beauden Barrett says: “The boys were incredibly inspired by their visit to Motuihe and wanted to make a change. The adidas x Parley partnership is a wonderful opportunity to be a part of something special and it’s good to know that we are playing a small part in highlighting the devastation that plastic is causing the oceans.”

The Parley All Blacks collection will be available for fans to purchase from 1st April. Jerseys will be stocked at all adidas stores, major sporting goods retailers, rugby retailers throughout New Zealand and the world, and online at [www.adidas.com](http://www.adidas.com).

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