**ADIDAS PARTNERS WITH LITTLE LEAGUE**® **BASEBALL AND SOFTBALL**

***Global Sports Brand Becomes Official Athletic Footwear & Apparel Brand for the***

***Little League World Series***

**Portland, Ore. / Williamsport, Pa. (May 1, 2019)** – Little League® Baseball and Softball and adidas today proudly announced a multi-year partnership in which the Portland, Ore., based company will be the official uniform, footwear and coaches apparel supplier for the Little League World Series (LLWS) and an Official Sponsor of Little League.

Beginning this season, adidas will design and create all official on-field uniforms for all seven of the Little League World Series events throughout the United States. Additionally, adidas will outfit all teams with adidas cleats, training apparel and accessories and all coaches will be supplied with athletic footwear and apparel.

“adidas and Little League have long and storied histories in sport, so it’s both an honor and a privilege to partner with like-minded organizations,” said Jeff McGillis, VP of adidas U.S. Sports. “We believe that through sport, we have the power to change lives and this new partnership exemplifies our commitment to empower young athletes, provide equal access to sport, and help inspire boys and girls to play the sports they love.”

“We are excited to welcome adidas to the Little League family and are looking forward to the great opportunities we can both create for our young baseball and softball players through this partnership,” said Liz DiLullo Brown, Little League Senior Vice President and Chief Marketing Officer. “More than just the official uniform and footwear to the Little League World Series, adidas will help us to inspire Little Leaguers around the world to achieve their dreams, both on and off the field each year.”

“Each of the seven Little League World Series tournaments represent the pinnacle events for young creators,” said Aaron Seabron, Sr. Director adidas Baseball. "Our mission is to help athletes perform better and we’re proud to provide these young athletes with innovative, high-performance uniforms and footwear for what could be one of the most impactful and meaningful sports moments of their lives.”

To kick off the first season of the partnership, adidas will create brand and marketing activations at both the Little League Baseball® World Series in Williamsport, Pa. and the Little League Softball® World Series in Portland, Ore. In addition to the LLBWS and LLSWS, adidas will design and create all official on-field uniforms for all World Series events, including Intermediate (50/70) Baseball, Junior League Baseball, Senior League Baseball, Junior League Softball and Senior League Softball.

adidas alumni who started their career in Little League include MLB athletes Aaron Judge (NY Yankees), Kris Bryant (Chicago Cubs), Alex Bregman (Houston Astros), Carlos Correa (Houston Astros), Edwin Diaz (NY Mets), Edwin Encarnacion (Seattle Mariners), Jake Arrieta (Philadelphia Phillies), Joe Jimenez (Detroit Tigers), Mike Moustakas (KC Royals), Trea Turner (Washington Nationals), Xander Bogaerts (Boston Red Sox); NBA athletes Donovan Mitchell (Utah Jazz), Tracy McGrady (7x NBA All-Star); NFL athletes Patrick Mahomes (KC Chiefs), Aaron Rodgers (Green Bay Packers) and Courtland Sutton (Denver Broncos).

For more information, visit <http://news.adidas.com/US> and join the conversation on Twitter and Instagram via [@adidasBaseball](https://twitter.com/adidasBaseball) and [@LittleLeague](https://twitter.com/LittleLeague) [#LLWS](https://twitter.com/hashtag/LLWS?src=hash) | [#teamadidas](https://twitter.com/search?q=%23teamadidas&src=typd).

**About Little League**

Founded in 1939, Little League® Baseball and Softball is the world’s largest organized youth sports program, with millions of players and more than one million adult volunteers in every U.S. state and more than 80 other countries. During its nearly 80 years of existence, Little League has seen more than 40 million honored graduates, including public officials, professional athletes, award-winning artists, and a variety of other influential members of society. Each year, millions of people follow the hard work, dedication, and sportsmanship that Little Leaguers® display at our seven baseball and softball World Series events, the premier tournaments in youth sports.

**About adidas**

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.

The adidas Baseball roster includes two-time All-Star (2017, 2018), American League Rookie of the Year (2017) and Home run Derby Champion (2017), outfielder Aaron Judge of the New York Yankees; World Series Champion (2018), two-time All-Star (2015, 2018) and American League Hank Aaron Award Winner (2018), outfielder J.D. Martinez of the Boston Red Sox; National League MVP (2016), World Series Champion (2016) and two-time All-Star (2015, 2016), third baseman Kris Bryant of the Chicago Cubs; World Series Champion (2017) and All-Star (2018) third baseman Alex Bregman of the Houston Astros;

World Series Champion (2017), All-Star (2017) and American League Rookie of the Year (2015), shortstop Carlos Correa of the Houston Astros; National League Championship Series MVP (2017) and All-Star (2107), Justin Turner of the Los Angeles Dodgers; World Series Champion (2018), seven-time All-Star (2012-2018) and two-time American League strikeout leader (2015, 2017), pitcher Chris Sale of the Boston Red Sox; All-Star (2018) and American League Reliever of the Year (2018), pitcher Edwin Diaz of the New York Mets, among others.

# # #

**Contact**

Paul Murphy

adidas Public Relations

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

971.234.4266