

**adidas Golf Unveils First-Ever Golf Shoe Made from Upcycled Plastic Waste Intercepted from Beaches and Coastal Communities**

BASINGSTOKE, Hampshire. – (4th June, 2019) – adidas is bringing eco-innovation to the golf course. Today, adidas Golf unveiled a limited-edition version of its popular TOUR360 XT made with yarns spun from upcycled plastic waste that was intercepted from beaches and coastal communities. The TOUR360 XT Parley is made in partnership with environmental organization Parley for the Oceans and is the first of its kind for the sport. It will be available in limited quantities at [adidas.com](https://www.adidas.co.uk/golf) on 10th June beginning at 4:00pm GMT and will also be sold on-site at the U.S. Open at Pebble Beach. It will be available at select retailers nationwide on 12th June.

The unique ocean blue and aqua green colourway of this limited-edition TOUR360 XT Parley (£179.95) utilises repurposed and upcycled plastic waste that’s then incorporated as raw material into the upper of the footwear. This thread, spun from the upcycled plastic waste, comprises the entire upper of the shoe.

adidas works with Parley for the Oceans to intercept plastic waste which is then transformed into thread used to make high-performance sportswear. The TOUR360 XT Parley is built on the TOUR360 XT eight-spike outsole with X-Traxion technology, so golfers will still experience superior traction and stability while knowing that as they walk the course they are helping protect the oceans.

“Our company is extremely focused on sustainability and we wanted to incorporate that mission into our sport,” said Masun Denison, global footwear director, adidas Golf. “This is the first golf shoe we’ve ever made that incorporates upcycled materials and this is just the beginning. In a sport that’s played outdoors and where sustainability is often under the microscope, we feel this is a massive step forward for the game.”

The use of upcycled material falls in line with adidas’ overall strategy to use 100 percent recycled polyester in all apparel and footwear by 2024. By intercepting plastic waste on beaches and coastal communities, adidas is committed to the Parley A.I.R. strategy (Avoid, Intercept, Re-Design). While many other categories within adidas have created apparel and footwear utilising upcycled plastic waste, this is the first in golf.

From a performance standpoint, the TOUR360 XT Parley features a sock-like opening for optimal comfort while also offering full-length BOOST, the best cushioning in the game. The 360WRAP in the midfoot provides additional support and stability so that players can stay locked in throughout the swing. It also offers a one-year waterproof warranty.

The shoe will be available as supplies last at the merchandise area at the 2019 U.S. Open at Pebble Beach and on [adidas.com](https://www.adidas.co.uk/golf) beginning 10th June at 4:00pm. Starting 12th June, the shoe will be available at select retailers nationwide. Select adidas athletes competing in the 2019 U.S. Open at Pebble Beach will also be wearing the shoe throughout the week.

**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