**World number one skier, Mikaela Shiffrin joins adidas**

* *Record-breaking athlete has the most Alpine-skiing victories – male or female – in one season*
* *A creator on and off the slopes, Mikaela will be featured in global brand initiatives*
* *Collaboration will focus on inspiring the next generation of athletes*

**Herzogenaurach, Germany 13th August 2019:** The number one Alpine skier in the world, Mikaela Shiffrin, joins adidas in a multi-year partnership that will centre around her training regime and inspiring the next generation of creators.

The 24-year-old Colorado native is one of the world’s leading athletes, with a record-breaking 17 World Cup wins in the 2018/19 season – a feat no man or woman has ever achieved in one season before. As a true original and leading voice in women’s sport, Mikaela Shiffrin and adidas’ partnership will include inspiring the next generation of athletes.

“adidas is a company that aligns with my values and beliefs so perfectly, and I’m really looking forward to kicking off this partnership,” said **Mikaela Shiffrin**. “Off the mountain, I basically live in shorts and leggings, so it’s really important for me to partner with a global company that sees the value in combining performance, style, and comfort, and has a strong mission and vision. adidas believes that 'through sport, we have the power to change lives,’ and they practice what they preach both in sport and in life, with initiatives like their movement against marine plastic pollution, and their movement to give more people better accessibility to being outdoors.”

Away from the mountains, Mikaela’s creativity runs through many facets of her life. The 24-year-old cites music as a major source of inspiration – playing guitar, piano and singing. Besides skiing, she also has a diverse training regime, noting a mix of trail running, hiking, yoga and gym training as some of her favourite ways to train.

As a pioneer in sports performance wear, adidas will be enabling her training off the slopes with high performance apparel and footwear that is created using innovative technologies and designed with style at the forefront.

**Kasper Rorsted, adidas CEO, states**: “We are excited to welcome Mikaela to the adidas family.  With two Olympic Gold Medals, five World Championships titles, three-straight overall World Cup season titles and 60 World Cup victories, her list of successes is just impressive. Her winning attitude and passion for sport are perfectly aligned with our mission to be the best sports company in the world. Mikaela adds to our fantastic roster of creators and Outdoor athletes and she’ll help us to inspire millions of consumers in the US and around the world.”

For more information visit: [www.adidas.com/mikaela\_shiffrin](http://www.adidas.com/mikaela_shiffrin)

**ENDS**

**About adidas**

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs 57,000 people across the globe and generated sales of around € 22 billion in 2018.

**Notes to editors**

Mikaela Shiffrin key achievements:

* In 2014, Mikaela won Olympic gold and she became the youngest slalom champion in Olympic alpine skiing history
* In 2018, Shiffrin fulfilled her goal of reaching the top of the podium in the giant slalom at the Olympics, with gold in giant slalom and a silver in the alpine combined
* The first athlete to win in all six World Cup disciplines
* The first athlete to win four successive World Championship titles in a single discipline (slalom, 2019)
* Mikaela is the first alpine athlete to win the World Cup overall, slalom, giant slalom, and super-G Crystal Globes in a single season
* Made World Cup debut at 15-years-old in 2011 at Spindleruv Mlyn, Czech Republic
* Holds the record for largest win margin in slalom for women - 3.07 seconds
* Finished 17th overall in the World Cup slalom standings in her rookie season in 2012
* First World Cup podium, third in the slalom in Lienz, Austria at age 16 in 2012
* Youngest racer ever to reach 50 World Cup victories and currently sits fifth in the list of all-time World Cup victories among men and women, with 60 at just 24-years-old