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**adidas Originals Announces Partnership with Ninja**

**Herzogenaurach, August 27 2019** - Today, adidas Originals confirms it is partnering with gaming superstar Ninja, first revealed in an adidas Originals hack of Ninja’s Mixer livestream and subsequent announcement video on his YouTube channel.

The partnership marks the sportswear brand’s commitment to gaming, blending the physical and digital worlds to help creators achieve their best. adidas officially welcomes one of the most prolific gamers and content creators in the world to its family.

Watch the Ninja announcement video [here](https://www.youtube.com/watch?v=H7H0M5OMwo4)

Learn more at adidas.com/ninja

@adidasOriginals

**About adidas Originals:**

Inspired by the rich sporting heritage of adidas – one of the world’s leading sports brands and a global designer and developer of athletic footwear and apparel – adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand’s legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.