



JOINING FORCES: ADIDAS BASKETBALL ESTABLISHES PARTNERSHIP WITH VET TIX

adidas Basketball is partnering with the Veteran Tickets Foundation (Vet Tix), an organization that donates event tickets to current serving military veterans and their families. At last night's Veteran's Day game between the Houston Rockets and New Orleans Pelicans, James Harden met with United States Air Force member Kelsey Greenwood and veteran Zachary Klotzman to mark the start of the brand's unique partnership.

To further serve active and former members of the military and their families, adidas and James Harden will donate tickets to the remaining Rockets home games to Vet Tix in the spirit of removing barriers to sport.

"Our mission is to give something to those who gave, and the commitment adidas has made to partner with Vet Tix is a natural fit," said Mike Focareto, U.S. Navy veteran, CEO and Founder of Veteran Tickets Foundation. "Their belief that sport has the power to change lives is aligned with the Vet Tix mission to honor our current serving military members and veterans of all eras and their families. We are proud to partner with adidas and share an initiative to help those who serve and their families make lifelong memories through sport."

ABOUT VETERAN TICKETS FOUNDATION

Veteran Tickets Foundation (Vet Tix), a national 501(c)(3) nonprofit, provides free tickets to sporting events, concerts, performing arts and family activities to currently serving military, National Guard and Reserves, veterans of all eras, immediate family of those killed in action, and VetTixers' caregivers. Since 2008, Vet Tix has provided over 8 million free event tickets to more than 1.4 million members. In 2018 Vet Tix launched 1st Tix, which provides the same service to our nation's current and retired law enforcement officers, firefighters, and EMTs. These events help veterans and first responders reduce stress, strengthen family bonds, build lifelong memories, and encourage them to stay engaged with American life and their local communities. Vet Tix spends over 95 percent of its revenue on programs, ensuring that we give back to those who have given so much.

Visit VetTix.org and 1stTix.org to learn more, and follow Vet Tix on [Instagram](#), [Twitter](#) and [Facebook](#).

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