

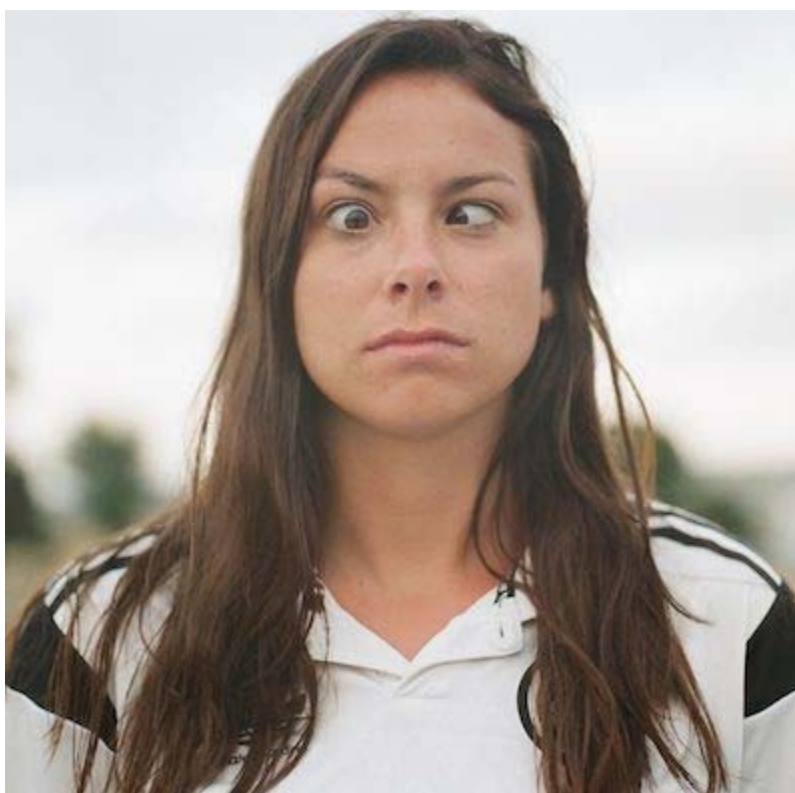


FOR IMMEDIATE RELEASE

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adidas Skateboarding Announces Upcoming Digital Short “Nora” On Its First Female Global Team Rider Nora Vasconcellos

“Nora” Teaser Video Drops Today



(Portland, OR) – adidas Skateboarding announces “Nora”, a new digital short documenting the birth of skate icon, Nora Vasconcellos, in celebration of its first female Pro rider joining the brand’s global skateboarding team earlier this year.

“adidas is such a classic and timeless brand. It feels like winning the lottery having the opportunity to work with them and to have them support me like they do. It’s beyond my wildest dreams to be part of their team,” comments Nora Vasconcellos on joining the brand’s global team. “To be riding alongside the guys I have always admired is unreal. I think it’s very important for young girls (and boys) to see a woman alongside men in any profession.”



“Nora” is a 15-minute digital short charting Vasconcellos’ journey from skate rat to rising Pro. Directed by Webby-award winning Giovanni Reda and produced by adidas Skateboarding, the cinematic snapshot features interviews with Pros like Lacey Baker and Sage Elsesser, as well as legends such as Elissa Steamer, Andrew Reynolds, and fellow adidas Pro rider Marc Johnson.

“We are so stoked to have such a rad athlete on the roster. Nora’s truly something special, epitomizing the perfect example of a Pro skateboarder. She’s an all terrain skater with incredible style, always pushing herself to be better. Her passion for skateboarding is infectious,” comments Paul Shier, adidas Skateboarding Team Manager. “An absolute pleasure to work with, Nora’s always smiling and rips on anything that is put in front of her. I’m looking forward to watching her grow and shine.”



The digital short gives a concrete look at a charismatic skater and her personal experience navigating a predominantly male-led industry. Unapologetic and focused, the short film follows a young girl receiving her first board on Christmas to becoming the self-actualized woman and professional that Nora is today. Her style is fluid, her personality infectious, and her determination unwavering. Boldly redefining the skateboarding landscape, Vasconcellos normalizes the sport, inspiring more women to participate. A new and powerful voice inside the skate community, Nora's penchant for pushing boundaries, quick wit and charm makes her a burgeoning pioneer that transcends far beyond the board.

Watch adidas Skateboarding's teaser for "Nora" here:



<https://youtu.be/fOKonLbPGSg>

“Nora” is slated to drop on December 21. Be on the lookout for updates in the coming weeks.

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About adidas Skateboarding

Founded in 1998, adidas Skateboarding creates footwear and apparel for skateboarders distributed through a global network of skateboarding retailers. adidas skateboarding supports a group of iconic, elite, and trend setting professional and amateur skateboarders from all over the world including Mark Gonzales, Dennis Busenitz and Na-keel Smith. adidas Skateboarding is a segment of adidas Originals, a division of the adidas Group.

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