**adidas and Ninja Launch Collaborative ‘Time In’ Nite Jogger**

**- The adidas by Ninja Nite Jogger sneaker marks the first collaborative product of the partnership -**

**- ‘Time In’ celebrates the hours spent by creators developing their craft -**

**- The ‘Time In’ Nite Jogger features Ninja branding and detailing throughout -**

**Herzogenaurach, December 18th, 2019**, Having first announced their landmark partnership in August 2019, adidas and Ninja have come together to launch their inaugural collaborative product - the ‘Time In’ Nite Jogger. Recognized as the first of its kind, the partnership serves as a statement of intent from both parties, uniting two icons from the worlds of sportswear and gaming in order to highlight the latter’s impact on culture today. The adidas and Ninja collaborative endeavor is an industry-leading co-creation project, elevating the traditional notions of collaboration.

Firmly acknowledged as a global titan both within his industry and in the wider pop-culture landscape, Ninja has changed the perception of gaming through unending dedication and a tireless work ethic. Speaking on the collaboration, Ninja explains his excitement, "I'm beyond thrilled and humbled to finally show the world what I've been working on with adidas. The ‘Time In’ Nite Jogger represents the culmination of countless hours dedicated to my craft paying off.”

‘Time In’ is a platform built by adidas and Ninja to celebrate the hours spent by creators around the world honing and developing their skills. Standing proud as the uniting narrative that ties creators together under the adidas brand, the platform is about investing in your dream and champions the notion that the work it takes to be ready for your moment happens long before that moment appears. Outlining the significance of ‘Time In’, Ninja highlights his background, “If a kid from Chicago who just loves playing video games can collaborate with one of the sporting world's most iconic brands to launch a shoe together, anything is truly possible. It's through this philosophy that I hope I can help inspire the next generation of creators to realize their dreams -- if you're willing to put the TIME IN you can achieve anything."

First debuted in 1980, today’s Nite Jogger silhouette harnesses the reflective technology of its past iteration in order to propel creators who know it’s never too late to pursue their vision. Made up in Ninja’s signature colors, blue and yellow, the ‘Time In’ Nite Jogger seamlessly merges adidas’ sportswear expertise with the unique flair of the world’s most recognizable gamer.

Highlighted by prominent ‘Ninja’ and ‘Time In’ branding on the forefoot, the collaborative silhouette features Ninja detailing throughout: the gamer’s iconic daggers make an appearance on the sock-liner and upper, a Ninja logo features underneath the tongue and on the sock-liner, and a subtle shuriken - the traditional throwing stars adopted as a symbol by Ninja - serves as the top eyelet of both the left and right shoe. Moreover, ‘20k’ is debossed on the heel of each shoe, seamlessly rounding off the ‘Time In’ Nite Jogger’s personal references. Serving as a motif for the collaboration, this number represents the amount of hours that Ninja has streamed and celebrates the gamer’s unrivalled commitment to his craft.

Available in both adult and kids sizes, the ‘Time In’ Nite Jogger launches worldwide on December 31st 2019 at adidas.com.

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**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.

**About Ninja:**

Tyler Blevins – known to millions simply as “Ninja” -- has risen to mainstream star status as the most popular online gamer in the world. With over 22 million subscribers on YouTube, and over 14.9 million followers on Instagram, Ninja entertains thousands on a daily basis through his mix of informative and humorous Fortnite streams on Microsoft's streaming platform, Mixer. As the first gamer ever featured on the cover of ESPN the Magazine, Ninja often plays with sports stars including Juju Smith and Baker Mayfield and DJ’s Marshmello and Dillon Francis. The 28-year-old Chicago area resident has also raised millions for charity and enjoys spending time with his wife Jessica and two dogs, when not online.