**PR Embargo: January 26th 2020 7am EST**

**adidas Originals Launches *Change Is a Team Sport***

* ***Change Is a Team Sport* celebrates Superstar’s legacy at the forefront of culture -**
* ***Change Is a Team Sport* is kicked off with a film directed by Jonah Hill -**
* **The film features a cast of adidas’ family of creators and change makers -**

**Herzogenaurach, January 26, 2020** Since its inception, adidas’ iconic Superstar shoe has stood for those who aren’t afraid to stand for something. Throughout its existence the instantly recognizable silhouette has graced the feet of teams and crews at the forefront of culture worldwide. Having changed the game on the court 50 years ago, today the sneaker is made for game-changers off of it. Celebrating five decades of culture makers, boundary pushers, and limit breakers, adidas Originals launches **Change Is a Team Sport**.

Staying true to Superstar’s unmatched legacy at the forefront of culture and worn on the feet of teams and crews over time, throughout 2020 adidas Originals will use the power of teamwork to create and inspire positive change in local communities across the globe.

Bringing together game-changers from across the worlds of music, fashion, sport and art, adidas Originals shows that change doesn’t happen alone. **Change Is a Team Sport** kicks off with a film directed by and starring Jonah Hill, featuring a cast of adidas’ family of creators. The film follows skater Jenn Soto as she makes her way through a facility where creators from different crafts and generations come together to work for change. Meeting an array of different creators along the way, all decked out in black tracksuits and Superstars, Soto’s trip through the facility underscores the fact that it’s teamwork that drives meaningful change.

Speaking on the process behind directing the film, Hill explains his desire to shine a light on the full landscape of creative expression: *“There's no knowledge without the older generation who did it first. And there's no change or progression without the new generation. So if those two generations come together, I feel like that creates the atomic charge for great art and great creativity.”*

**“Change Is a Team Sport** celebrates the idea that when creators join together, we can drive and inspire change,” says Torben Schumacher, General Manager adidas Originals & Style Global Brand. “Much like the way the adidas Superstar has been the shoe for game- changing creators and teams for 50 years and counting, we've looked to our adidas family to inspire the next generation and create a new legacy for one of the most iconic shoes of all time.”

Starring Ninja, Kerwin Frost, Blackpink, Pharrell Williams, Yara Shahidi, Anitta, Jenn Soto, Mariah Duran, Mark Gonzales, Blondey, Tyshawn Jones, Liz Cambage, Pogba, Nigo, Jackson Wang, Chris Severn, Mette Towley, Tracy McGrady, Anna Isoniemi, and Jonah Hill, the film brings one undeniable message to life: **Change Is a Team Sport**.

adidas Originals: **Change Is a Team Sport** will debut during this year’s Grammy Awards and officially launches globally on January 26th. **Change Is a Team Sport** was produced by adidas Originals’ global agency of record Johannes Leonardo.

Link to video here <https://www.youtube.com/watch?v=DpR50O1nGNs&feature=youtu.be>

adidas.com/changeisateamsport

#ChangeIsATeamSport

**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.