**ADIDAS AND IFUNDWOMEN TEAM UP TO SUPPORT WOMEN WHO ARE DEFINING THE FUTURE OF SPORT THIS INTERNATIONAL WOMEN’S DAY**

* Partnership to help address lack of opportunity for women entrepreneurs in the sports industry to raise capital
* Launches with nine women-led businesses that will each receive financial support and expert business coaching to take their ideas to the next level
* For Women’s History Month, adidas and iFundWomen will be funding more women-led campaigns to help jump-start the next wave of women founders

**Portland, March 8, 2020:** This International Women’s Day, adidas continues its focus on providing better access for women in the sport industry by announcing a partnership with iFundWomen to help women-led businesses bring their ideas into action.   
  
iFundWomen provides early-stage entrepreneurs with access to the tools they need for success, from access to capital through crowdfunding and grants to coaching and support from a community of women business owners. Together with adidas, the partnership will see each of the founders receive a grant to help them take their businesses to the next level, in addition to ongoing mentorship and support.   
  
adidas believes in putting the power of its brand behind entrepreneurs who are helping to define a new and more inclusive future for the sports industry. Through the partnership, adidas is unleashing the power of women creators so they can make a real impact in the sport industry, and the world.   
  
The businesses were chosen by adidas and iFundWomen to receive funding and coaching, which kicked off with a series of workshops in New York City earlier this year. During the sessions, the women met with trailblazer Billie Jean King; Paralympic volleyball player Katie Holloway; ultramarathon runner and VP of Fitness Programming for Peloton Robin Arzon; body positive yoga expert, wellness entrepreneur and author Jessamyn Stanley; and senior adidas executives Alexa Andersen and Pascha Naderi-Nejad.  
  
Alexa Andersen, Senior Director for Global Women’s at adidas, comments: *“Not only is lack of capital preventing women from starting businesses, but lack of access to mentors and support networks are also cited as the biggest barriers. Through this partnership, we’re able to support some of the most exciting women-led businesses in the industry, through funding, mentorship and more.*

*“Together with iFundWomen, we want to help break down barriers for women entrepreneurs in the sports industry and co-create a more inclusive future for all.”*

Karen Cahn Founder & CEO of iFundWomen, said: *“Since day one, iFundWomen’s mission has been to empower women to realize their visions through capital, coaching, and connections. adidas is all about removing barriers to women and girls in sport by providing support and visibility. We are totally mission aligned.”*

*“It was only a matter of time before we joined forces to supercharge our respective missions. This partnership is a one plus one equals three scenario, and we cannot wait to see the massive impact it has on women and girls’ lives.”*

The first women and businesses supported by the partnership are:

* Francesca Brown, Goals4Girls (London)
* Marisa Hamamoto, Infinite Flow - An Inclusive Dance Company (Los Angeles)
* Hélène Guillaume, WILD.AI (San Francisco)
* Brittany Edwards and Khiana Lowe, Incorp[HER]ated (New York City)
* Alex Taylor, Hoop York City (New York City)
* Susan Sullivan, the Women Sports Film Festival (San Francisco)
* Jasmina Srna, Safe-Hub (Berlin)
* Mariana Pajón, Pedaleando por un Sueño (Medellín)
* Kelly Bessis, Dada (Paris)

To jump-start the next wave of women leaders in sport, adidas and iFundWomen are not stopping at the initial nine women selected to be part of the program. Between now and March 31st, in celebration of Women’s History Month, the two brands are launching an open call for more women to submit their industry-changing ideas and apply to join the program and receive financial support and expert business coaching. To find out more, visit [www.ifundwomen.com/adidas](http://www.ifundwomen.com/adidas).

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**For further media information please contact:**

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**Further detail on the businesses supported by the partnership:**

1. UK (London): **Francesca Brown** is the CEO & Founder of Goals4Girls in London, a program which combines football and education to raise the aspirations, provide long term intensive support and health to young women and girls in sport. ​
2. US (LA): **Marisa Hamamoto** founded Infinite Flow - An Inclusive Dance Company, a non-profit and professional dance company composed of dancers with and without disabilities, using dance to inspire inclusion, innovation, and infinite possibilities. ​
3. US (SF): **Hélène Guillaume** is the founder and CEO of WILD.AI, a fitness app designed specifically for women that uses data and physiology to help athletes reach their fitness potential. ​
4. US (NYC): **Brittany Edwards** and **Khiana Lowe** founded Incorp[HER]ated in New York City to create inclusive spaces in creative industries for diverse voices to be heard, valued, and connected.​
5. US (NYC): **Alex Taylor** is a New York City-based entrepreneur who founded Hoop York City, an inclusive basketball community seeking to provide women with safe spaces to play and experience the game of basketball in a supportive and collaborative environment. ​
6. US (LA): **Susan Sullivan** is a lifelong athlete and founder of the Women Sports Film Festival, a San Francisco-based film festival celebrating the power of the female athlete through documentary filmmaking. ​
7. Germany (Berlin): **Jasmina Srna** is a former professional football player and co-founder of Safe-Hub in Berlin, a social enterprise that realizes young people's potential through combining sports and holistic education. ​
8. Colombia (Medellín): **Mariana Pajón** is a two-time Olympic gold medalist and BMX World Champion who founded Pedaleando por un Sueño (Spanish for ‘Riding For A Dream’) in Medellín, Colombia, which empowers young children to gain life skills through sports.​
9. France (Paris): **Kelly Bessis** founded Dada, a boxing and fitness group for women in Paris. She aims to promote wellness by providing space and access to her community. Kelly believes that every woman should have access to sports but also have the perfect product to recover, which she creates and will soon present to her community. ​