**ADIDAS CREATES NEW POSSIBILITIES FOR WOMEN IN SPORT WITH ITS BIGGEST EVER COMMITMENT TO INNOVATION, ATHLETES AND FUTURE GENERATIONS​**

* Powered by the attitude of Impossible Is Nothing, the brand accelerates its mission to create real, lasting change for women in sport.
* This season sees the launch of major new women-focused innovations, alongside enhanced support for established and emerging athletes, and new grassroots programs.
* Latest chapter of adidas’ Impossible Is Nothing campaign spotlights a global collective of inspiring women who are breaking down barriers in sport and beyond.

HERZOGENAURACH, January 31, 2022:As a major year of sport commences, adidas continues its **Impossible Is Nothing** story with the announcement of its biggest ever commitment to women. Driven by the belief that sport has the power to change lives, the brand will support those who are breaking down barriers and driving gender equity, on and off the field of play.

**Vicky Free, Head of Global Marketing at adidas,**speaks on the brand’s focus: *“This spring, we continue to use our brand attitude – Impossible is Nothing – to unite a strong, diverse and powerful community of women athletes who are changing the game. We see their power, we celebrate the possibilities they see, we share the optimism with which they seize opportunities. This is our call to action to all the women out there to keep making the impossible possible every day. adidas can only continue to be their ally, committed to serving them through innovation in our products, partnerships and across all dimensions of sport.”*

The commitment, launched alongside the latest chapter in the brand’s Impossible Is Nothing campaign, sees three key focuses:

**Products:** 2022 sees major investment in women-focused product innovation to recognize and meet the specific needs of women in sport. In December, the brand introduced [Ultraboost 22](https://news.adidas.com/running/ultraboost-22--created-by-women-for-the-female-running-community/s/c7a099ef-a4ff-4d18-bbf5-b5e42e898d75), built to address differences between male and female instep height, heel anatomy and gait cycle trends; and will continue to launch innovations across the year – starting with a completely new approach to sports bras.

**People:** adidas is a proud, long-term partner of some of the best athletes, teams, and creators in the world. This season, the brand will celebrate and elevate them around the most significant moments in sports culture, from tennis grand slams, to basketball tournaments, to winter sports, as well as expand its sponsorship of major leagues and tournaments – including the UEFA Women's Champions League and Women's Euro 2022.

**Programs:** The launch and extension of long-lasting grassroots programs will focus on encouraging, and keeping, women and girls in sport. These include the launch of the Breaking Barriers Academy, a five-year commitment to supporting 15 non-profits through organizational change and to training 100 community champions across Europe; to help drive gender equity for 50,000 girls. This season also sees continued partnerships with the [Black Women's Player Collective](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnews.adidas.com%2Ffootball%2Fadvancing-possibilities-for-black-youth-through-community-programs-to-inspire-the-next-generation-of%2Fs%2F7a1c9671-5a1f-4230-92a0-045ab0756610&data=04%7C01%7C%7C0075ae666a764f9e91ab08d9e5a3f8dd%7C069bd72b74bb43d09c02547d01f64e6f%7C0%7C0%7C637793314726492170%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=6zVj0Bwz8Oj1cWwoYeGYUghkMFrzzn00QW%2FEH6vipYw%3D&reserved=0) and [Common Goal](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnews.adidas.com%2Ffootball%2Fdriving-change-for-the-global-football-community-with-common-goal%2Fs%2F275fef0b-36c5-44cf-88ca-2b5e7db36660&data=04%7C01%7C%7C0075ae666a764f9e91ab08d9e5a3f8dd%7C069bd72b74bb43d09c02547d01f64e6f%7C0%7C0%7C637793314726492170%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=FAmDcMKnFuqjw57vH59BQIrPL1s%2FiEhZEMegbeetMvI%3D&reserved=0); and support for the next generation of WNBA stars through the [adidas Legacy](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.adidas.com%2Fus%2Flegacy&data=04%7C01%7C%7C0075ae666a764f9e91ab08d9e5a3f8dd%7C069bd72b74bb43d09c02547d01f64e6f%7C0%7C0%7C637793314726492170%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=KkVtavrzwi8nvWPWJ4NNzJDlbbGS0CSZDI9DR%2FNPM2I%3D&reserved=0) program.

As part of this commitment to visibility, this season’s Impossible Is Nothing campaign shares the stories of women who have made their impossible possible, with the aim of inspiring others to do the same. The I’mPossible film series will launch on February 14 at adidas.com/impossibleisnothing and feature volleyball player, Tifanny Abreu; basketball player, Asma Elbadawi; model, Ellie Goldstein; actor, HoYeon; runner, Fatima Ibrahimi; skateboarder, Momiji Nishiya and yoga teacher, Jessamyn Stanley.

Follow updates across the season at @adidas on Instagram, Twitter and Tik Tok.

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