September 29, 2022

**D.O.N. ISSUE #4: THE LIGHTEST SIGNATURE SILHOUETTE FROM DONOVAN MITCHELL**

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[**DOWNLOADABLE ASSETS**](https://drive.google.com/drive/folders/1VUhed_h2pLkYvk10tPwr5GgOlo-PYaOU?usp=sharing)

* **The D.O.N. Issue #4 is one of the lightest and most advanced adidas Basketball shoes to date**
* **The D.O.N. franchise aims to empower and elevate the future of next gen hoopers**

**(Portland, Ore.)** — **adidas Basketball** and all-star guard **Donovan Mitchell** ushers in a new era for his signature franchise with the ***D.O.N. Issue #4*** releasing on October 1, 2022. The latest iteration is the lightest and most advanced basketball D.O.N. to date, channeling Mitchell’s superhuman speed and agility.

*“I’m thrilled to release my fourth signature sneaker and the lightest D.O.N. to date with adidas,” said Mitchell. “Through our partnership, we’ve been able to spread a positive message with the D.O.N. signature series. This is about sharing my NBA experience with everyone who loves to play hoops and provide them with high-performance footwear that can be worn at any level.”*



Designed as a blueprint for the future while mirroring Mitchell’s out of this world skills, the D.O.N. Issue #4 receives a new **LIGHTLOCK** upper with **Rubber Outsole** allowing for the most efficient energy transition in the game. To maintain a lightweight frame for a quick first step, the sneaker leverages the new adidas **Lightstrike Strobel** midsolefor super-light cushioning, while encased in a next-gen propulsion frame enabling explosive speed for full-court domination.

The D.O.N. franchise embodies Mitchell’s extraordinary feats on and off the court while representing a call to action for the next generation of hoopers to stay positive through adversity and never give up on their dreams. The D.O.N. Issue #4 colorways arrive in core red and team black for **“Future of Fast,”** dash gray and bliss lilac for **”Dream It”**, in core black and carbon for **“Lights Out”** and in off white for **“Achieve It”**.

**The D.O.N. Issue #4** retails for $110 USD and will be available **October 1** in select retailers and online at [www.adidas.com/us/basketball](http://www.adidas.com/us/basketball).

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 19.8 billion in 2020.

**For more on adidas Basketball & Donovan Mitchell**

**adidas Basketball**:

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**Donovan Mitchell**

* IG: @spidadmitchell
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**Hashtag**

#DONISSUE4

**FOR MORE INFO:**

[adidas.com/basketball](http://adidas.com/basketball)

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