**ADIDAS X BURNING CART SOCIETY COLLECTION REMINDS GOLFERS ABOUT THE IMPORTANCE OF NATURE IN THE SPORT**

* *Limited-edition collection features apparel made in part with natural and renewable materials*
* *As part of adidas’ adicross range, this product is Made with Nature and invites golfers to enjoy the natural beauty of being outdoors on the course*
* *The collection will be available in limited quantities beginning January 26 on* [*adidas.com*](http://www.adidas.com/adicross), and through Burning Cart Society

**Carlsbad, CA, January 23, 2023:** Golf is more than just a game. It’s an experience. It’s an opportunity that combines sport with nature and in a way that no other sport can replicate. The rules may be the same everywhere, but no two courses – or rounds – are alike.

Since golf is primarily played outdoors, the natural setting is as much a part of the round as the golf shots that move players along. With nature in mind, adidas is focused on continuing a material revolution that puts athletes – and the planet – first. **Today, adidas’ journey to a world beyond plastic continues by introducing a special collection of adicross products with Burning Cart Society that are Made with Nature.**

The **adidas x Burning Cart Society** collection is one of the ways adidas is teaming up with eco-partners – like Burning Cart Society – to start closing the loop. Built within the adicross range, this product is made in part with natural and renewable materials as part of adidas’ journey to design out finite resources and help end plastic waste.

**Sharing additional details about the collaboration, Shaun Madigan, Global Director of Apparel at adidas Golf, said:** *“We’re continuing to push forward with the way we use materials to ensure we’re designing products in balance with the planet. The ethos of Burning Cart Society, especially how critical the natural landscape plays a role in our experience as golfers, aligned perfectly with our mission as a brand and this collection, so we were excited to collaborate with their team to bring this special collection to life.”*

The **adidas x Burning Cart Society** collection features a crewneck sweatshirt, t-shirt, polo and bucket hat. Products include an image of a natural bunker and a single flowering weed, capturing this idea about how important it is for the game to be played in harmony with nature. This lone flowering weed can be found on all products and stands as a symbol to invite golfers to remember the natural beauty that each course provides.

All apparel in the collection contains a minimum of 70% natural and renewable materials and will be offered in neutral and earth-tone colorways. All products will be available for both men and women, available in unisex sizing.

**Commenting on the importance of this collection, Christian Hafer, Founder of Burning Cart Society, said:** *“A core belief for us at Burning Cart Society is that golf should be played in its purest form, and the natural landscape of each course certainly contributes to that. Some of our most memorable moments have happened on golf courses, so taking care of the game we love is important. We knew adidas had a similar mindset and approach to the way they make product, so our hope is that this collection that’s made with nature can inspire golfers everywhere to always appreciate and care for the courses they play.”*

The [adidas x Burning Cart Society](http://adidas.com/burningcartsociety) collection will be available in limited quantities beginning January 26 on adidas.com, burningcartsociety.com, the adidas app, and at select retail partners worldwide.

adidas worked with Burning Cart Society to produce the following brand film offering a glimpse into the beauty of the game and nature’s role within it; narrated by the founder of Burning Cart Society, Christian Hafer:

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe and generated sales of € 21.2 billion in 2021.