**ADIDAS REVEALS OCEAUNZ – THE OFFICIAL MATCH BALL OF THE FIFA WOMEN’S WORLD CUP AUSTRALIA AND NEW ZEALAND 2023™**

* The design takes visual inspiration from nature, paying homage to the vast Australasian landscape
* Following the successful deployment during the FIFA World Cup 2022TM, the ball which will be used on pitch during the Women´s World Cup, will also be fitted with Connected Ball Technology, a ground-breaking innovation that provides officials with precise ball data to help faster and more accurate decision-making
* 1% of global OCEAUNZ net sales will go to the Common Goal Movement pledged solely to projects driving gender equity in football by supporting grassroots initiatives that increase access to the sport for women and girls, on and off the pitch
* OCEAUNZ is available to purchase on 25th January in adidas retail, selected retailers, and online at [adidas.com](https://www.adidas.co.uk/football-balls)

**Herzogenaurach, 24th January 2023** – Today, adidas reveals OCEAUNZ, the Official Match Ball of the FIFA Women’s World Cup Australia and New Zealand 2023™. It’s the ninth successive football adidas has produced for the FIFA Women’s World Cup and has been designed to cope with the demands and speed of the modern game.

Set on a white pearlescent background, OCEAUNZ’s design features a decoration of blues and greens, inspired by the unique Australasian landscape, with visuals nodding to the vast mountains of New Zealand and Australia’s connection with the Indian Ocean.

The cultural markings and the initials of both host nations celebrate the coming together of Australia and New Zealand – as they prepare to host this showpiece tournament. The Australian patterns have been created by renowned local artist, Chern’ee Sutton, while the markings representing New Zealand were designed by Kiwi artist, Fiona Collis.

OCEAUNZ is also decorated with patterns that represent different elements of the sport, such as footballs and goals, ensuring the game is represented on the face of the ball.

**Franziska Loeffelmann, Design Director Football Graphics at adidas:** “*With record viewing figures for the Women’s Euros tournament last year, the upcoming World Cup is set to be a massive moment for the game that we love. We’re turning up with a match ball that we’re incredibly proud of - featuring our innovative technology and with a design that represents the natural beauty of the landscape in which it will be played.*

*The game is always evolving, and the design of the OCEAUNZ* *is built to help players cope with the pace and demands of the modern game. We’re hugely excited for the FIFA Women’s World Cup and to see the women’s game lifted to even further heights, in two fantastic host nations.”*

Like the Official Match Ball of the FIFA World Cup Qatar 2022™, OCEAUNZ features connected ball technology, providing precise ball data, which will be made available to Video Match Officials in real-time. Combined with player position data and by applying artificial intelligence, the innovative connected ball technology contributes to FIFA’s semi-automated offside technology and offers Video Assistant Referees instantaneous information to help optimize decision-making.

OCEAUNZ features:

* **CTR-CORE** – a groundbreaking core within the ball that is designed to improve accuracy and consistency, supporting fast, precise play with maximum shape and air retention
* **SPEEDSHELL** – The ball’s polyurethane (PU) skin features micro and macro textures and a new 20-piece panel shape, enhancing aerodynamics
* **CONNECTED BALL TECHNOLOGY** – A Suspension System in the center of the ball hosts and stabilizes a 500Hz inertial measurement unit (IMU) motion sensor, providing unprecedented insight into every element of the movement of the ball. The sensor is powered by a rechargeable battery, which can be charged by induction.

Following in the footsteps of the FIFA World Cup 2022TM Official Match Balls Al Rihla and Al Hilm, adidas’ continues and will see 1% of net sales of the OCEAUNZ Official Match Ball of the FIFA Women’s World Cup Australia and New Zealand 2023™ contributed towards Common Goal’s ‘Global Goal 5 Accelerator’; a collective project to increase female participation, representation and leadership in the grassroots game.

The programme focuses on increasing girls’ participation as well as the proportion of female coaches and female leaders in football for good community programmes, helping to ensure that every girl participant has a female athlete role model in their community.

The FIFA Women’s World Cup Australia and New Zealand 2023™ starts on July 20th, 2023, with the host nation New Zealand taking on Norway – and concludes with the final a month later, on August 20th.

OCEAUNZ will be priced at €150, and available to purchase from 25th January in adidas retail and selected retailers, and online at [adidas.com](https://www.adidas.co.uk/football-balls)

For further information please visit [adidas.com](https://www.adidas.co.uk/football-balls)  or follow @adidasfootball on Instagram or Twitter to join the conversation.

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**For further media information please visit** [**http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL**](http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL)

**About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship & the UEFA Champions League. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Vivianne Miedema, Lindsey Horan, Wendie Renard Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Isco Jude Bellingham, and Karim Benzema.

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