**ADIDAS UNVEILS UWCL PRO BALL EINDHOVEN – THE OFFICIAL MATCH BALL OF THE UEFA WOMEN’S CHAMPIONS LEAGUE FINAL**

* UWCL Pro Ball Eindhoven celebrates the vibrancy and unique architecture of the host city for this season’s final and will be used throughout the knockout stages
* Neon detailing stands out against a dark blue backdrop, paying homage to Eindhoven’s reputation as the City of Light, while bold graphics celebrate different iconic landmarks
* 1% of all net sales of adidas footballs will be contributed to the Common Goal movement to support grassroots football communities worldwide
* Available at adidas stores and [adidas.com](http://www.adidas.com/football-balls) priced at €150

**Herzogenaurach, 10th February 2023** – Today, adidas reveals UWCL Pro Ball Eindhoven - the Official Match Ball for the 2022/23 UEFA Women’s Champions League knockout stages and final. Launched at the start of another incredibly exciting year for football, the new ball celebrates the innovative architecture and design elements that Eindhoven – as host city - is known for.

Set on a dark blue background representing the vibrancy of the city at night, neon detailing across the ball nods to the association Eindhoven has as the City of Lights. Each iridescent neon graphic represents illustrious landmarks and famous features found across the city – including The Eindhoven Stadium, The Evoluon and a bold and colorful lightbulb.

Distinctive white pearlescent Champions League stars stand out against fluorescent edges, highlighting the contrast between the impressive historic and modern architecture found in Eindhoven, and the thriving light art scene emerging across the city.

**Matthew Davidson, Head of Global Brand Marketing - adidas Football:** *“2023 promises to be another incredible year of football, with a host of landmark tournaments to look forward to - including the knockout stages of the UEFA Women’s Champions League 2022/23. With UWCL Pro Ball Eindhoven, we’re really pleased with how we have captured the iconic cultural architecture and artistic nature of the city. There is still a long way to go for the teams that will eventually run out at the final in Eindhoven, so we hope that this ball inspires them on that journey.”*

To keep up with the demands of the modern game, the ball features a range of adidas performance technology, including an innovative PRISMA surface texture that offers the Europe’s finest players, precision on the ball. The outer texture coating, found on all UEFA Champions League official match balls, offers a secure grip and complete control while the thermally bonded seamless construction is designed to deliver ultimate performance.

Since 2021, adidas has proudly been an Official Partner of UEFA Women’s Football, extending the relationship to cover all UEFA Women’s competitions at a domestic and international level. adidas has been a long-standing campaigner for equity in sport and has been driving opportunities and inclusivity for the women’s game and beyond through initiatives like adidas Football Collective (aFC) – a unique cooperative of individuals, clubs and communities around the world, united by the belief that through football, positive change can be created.

As part of this, adidas’ on-going partnership with Common Goal will see 1% of all global net sales from adidas footballs, contributed towards initiatives driving lasting social change for under-served communities, helping to create a better and more inclusive future through football.

The 2023 UEFA Women’s Champions League final in Eindhoven takes place on June 3rd. UWCL Pro Ball Eindhoven is available from today – priced at €150 for the pro edition – in adidas stores and online at [adidas.com](http://www.adidas.com/football-balls).

For further information on adidas football please visit [adidas.com/football](https://www.adidas.com/football) 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.