**ADIDAS LAUNCHES THE PARLEY PACK – ITS FIRST FOOTBALL BOOT PACK DESIGNED TO HELP REDUCE PLASTIC WASTE**

**Herzogenaurach, 15th March 2023** – Today adidas proudly launches the adidas Football x Parley Boot Pack – the first ever to be made in part with Parley Ocean Plastic, re-imagined plastic waste, intercepted on remote islands, beaches, coastal communities and shorelines, preventing it from polluting our ocean.

Boasting stunning lucid blue and white colourways and elegant wave-patterned designs spanning all of its key boot franchises - Predator Accuracy, X Speedportal and Copa Pure - the new pack strengthens adidas commitment to contributing to help reduce plastic waste.

Continuing to deliver the best for the athlete on the pitch while striving to make a difference off of it, the footwear drop is the latest chapter of a journey started in 2015 when adidas first partnered with Parley for the Oceans and saw the opportunity to turn a problem into performance by integrating Parley Ocean Plastic across a number of football apparel jerseys.

While not the solution for saving our oceans, this innovation represents the brand´s commitment towards replacing virgin polyester with recycled solutions by 2024 wherever possible.

The adidas Football x Parley Pack is available to purchase online as of today at adidas.com football boots and selected retailers.

**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 & Major League Soccer. adidas also sponsors some of the world’s top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern

Munich & Juventus, as well as top Federations such as Germany (DFB), Spain (RFEF), Belgium (RBFA), Argentina (AFA) & Italy (FIGC). adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Karim Benzema, Catarina Macario, Jude Bellingham, Vivianne Miedema, Trinity Rodman, Jennifer Hermoso, Serge Gnabry, Pedri, Joao Felix, Lindsey Horan & Wendie Renard.

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