**ADIDAS SAVE A SEAT FOR NEXT GENERATION FANS AND PLAYERS AT THE UEFA WOMEN´S CHAMPIONS LEAGUE FINAL**

* **Named ‘CHAMPION THE GIRLS’, the initiative reserves block of seats for young girls – and their role models - to help build lifelong connections to the game**
* **The initiative is the brand’s latest commitment to help make sport equal through creating space at grass roots level, through to the top of women´s club football**
* **CHAMPION THE GIRLS kicks off against the backdrop of Saturday’s UWCL final in Eindhoven**

**Thursday 1st June 2023, Herzogenaurach:** Today, adidas unveils CHAMPION THE GIRLS – a dedicated space for young girls to experience the unrivalled euphoria of watching the UEFA Women’s Champion League.

The collaborative programme reserves a block of seats for young girls - and their accompanying role models - to experience a European football club final, perhaps for the very first time. This seeks to set the stage for lifelong connections to the sport and help ignite a flame in the next generation of the women’s game.

Building on the fandom and momentum of 2022, adidas’ announcement comes as the world readies for what promises to be an incredible summer for women´s football – punctuated by the UWCL final. However, with women and girl’s hanging up their boots at a younger age, and at higher rates than boys, adidas aims to build a connection to football amongst the emerging generation.

**Gonzalo Calvo, Global Director of Brand Communication, Communities and Culture at adidas said:** “*By making steps now to inspire the next generation of women and girls, we can help cement the building blocks for better equity in the future of the game. Love and passion for football, and sport, often starts from witnessing the magic created by the biggest players, under the lights at those special venues. It also starts from having role models encouraging and supporting their football journey – from the very first kick of a ball, to an appearance on-pitch.*

*“By opening up this invitation to future young fans, maybe we’ve saved a seat for the future Russos and Miedemas of the world, who’s connection to the game was born from that special night in D Block.”*

**Nadine Kessler, Managing Director of Women’s football at UEFA said**: “*A UWCL Final can create special and long-lasting memories, and connections for everyone involved. With this, we’re incredibly proud to back this adidas commitment, setting up a platform to inspire and support the future of the women’s game, today.”*

The CHAMPION THE GIRLS announcement is the latest initiative in adidas’ long-term commitment to help make football equal, because when it comes to sport, fair play doesn’t yet exist for all. From an understanding that this can’t be done alone, adidas works collaboratively with – and supports - fellow changemakers on the journey to enabling access, equity and safety for all who want to play.

Beyond CHAMPION THE GIRLS, 1% of net sales of the UWCL Pro-Ball Eindhoven made by adidas will be contributed to the Common Goal movement, aiming to increase participation, representation and leadership for women and girls in the grassroots game.

To support the launch of CHAMPION THE GIRLS, adidas has pictured some of its biggest athletes alongside their loved onesin striking campaign images that celebrate the role that parents, and role models play in driving positive influence on the next generation of player and fan. The collection features Del Piero and Kaka with their daughters, Ian Wright with his grand-daughter, and Russo and Zadrazil with their mothers.

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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 has proudly been an Official Partner of UEFA Women’s Football at a domestic and international level since 2021. 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, Alessia Russo, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Jude Bellingham, and Karim Benzema.