



## ADIDAS CELEBRATES NEXT GEN ICONS OF THE GAME, ALESSIA RUSSO, LENA OBERDORF AND MARY FOWLER, AHEAD OF THE FIFA WOMEN'S WORLD CUP AUSTRALIA & NEW ZEALAND™

- To kick off adidas' most impactful FIFA Women's World Cup™ campaign ever, the brand brings together Jenna Ortega, Lionel Messi and David Beckham to celebrate stars of the women's game
- Showcasing the skills and passion of some of the world's best football players, adidas' 'Play Until They Can't Look Away' films look to help drive more global attention and support for the game
- The new campaign will launch on July 12 at 10.00am CET

**HERZOGENAURACH, July 12, 2023:** adidas unveils its new campaign to celebrate the FIFA Women's World Cup Australia & New Zealand 2023™. The campaign is dedicated to next gen icons Alessia Russo, Lena Oberdorf and Mary Fowler and looks to drive more global attention for the game and inspire other young women and girls to follow in their footsteps.

Marking adidas' most impactful Women's World Cup campaign to date, the brand unites its global family of football legends and advocates of the women's game. Headlined by a series of fast-paced films, the campaign welcomes a star-studded line up of David Beckham, Leon Goretzka and Ian Wright, actor and football fan, Jenna Ortega, as well as Argentina's World Cup hero, Lionel Messi. They come together to celebrate the skills that Russo, Oberdorf and Fowler are renowned for, from vision and interception to power, creativity and accuracy.

The films are part of a new creative proposition from adidas for the upcoming tournament. *'Play Until They Can't Look Away'* aims to platform and showcase some of the world's greatest football players on the biggest stage – whose skills and passion for the game demand global attention and support.

Set against the soundtrack of SL2's iconic song, *On a Ragga Tip*, fans see World Cup winner, Lionel Messi, alongside Mary Fowler, guiding both viewers and Jenna Ortega across the world to Fowler's home country of Australia, with preparations for the biggest women's sporting moment underway.

Meanwhile, David Beckham and Ian Wright, alongside his granddaughter, Women's Arsenal FC player, Raphaella Wright-Phillips, are unable to look away in a supermarket as Russo spectacularly weaves her way through the narrow aisles, in her own creative fashion. Finally, Goretzka is expertly interrupted while bowling as Oberdorf whizzes around an arcade, powerfully intercepting balls in each scene to achieve a high score of her own.

Paying respect to those who have gone before, the films are also filled with subtle references to memorable moments that football super fans will revel in, including shirt numbers, iconic tournament balls, plus much more.

**Sina Neubrandt, Global Communications Director at adidas,** speaks on the new campaign: *"There is no denying that whilst all World Cups are special, this summer's tournament feels like one that is really bringing us to a tipping point for the women's game. We are seeing record ticket sales, bigger broadcast audiences, more committed fandoms, and more emerging icons than ever before. It is precisely this essence that we've looked to capture in our new campaign. Through showcasing some of the greatest stars in the game, we hope we can inspire the next generation to also pursue their dream and see these individuals as role models who can help push them to new possibilities!"*

**Speaking ahead of the tournament about her involvement in the campaign, Alessia Russo shared:**

*"Since I was little, it's been my dream to play at the Women's World Cup. This year, I get to live that reality and play my part in celebrating how far the game has come alongside some of the best in the world. Winning the EUROs last summer was not just a life changing and unforgettable moment for me, but hopefully for girls across the UK too. I hope we did our bit to show them that playing at any level is possible, which is what we're also hoping to do with this campaign – inspire the next generation of icons."*



**Speaking ahead of the tournament and about her involvement in the campaign, Lena Oberdorf shared:**

*“For so long, I thought it was impossible to become a professional football player – it felt so out of reach – but the game has changed so much and it’s so amazing to see and feel that women’s football has more support than ever. But there’s still a long way to go! During tournaments like the World Cup, we must continue to inspire and create possibilities for women and girls to get involved and experience the beautiful game. I am very proud to be a part of the adidas family and a part of this campaign - it really showcases so many exciting aspects of the game and how football can be enjoyed anywhere, at any time!”*

**Speaking ahead of the tournament and about her involvement in the campaign, Mary Fowler shared:**

*“This summer is a special one for me in so many ways – not only will I be representing my nation on the biggest stage, but I get to do it in my hometown in front of all my friends and family that have supported me from the very beginning. The run up to this tournament has been so exciting – I have been able to see the momentum building and have the honour of featuring in adidas’ campaign, which is a true celebration of this moment in time, as well as what is yet to come. By bringing together so many leading players in women’s football, as well as legends of the game, shows what is possible for the next generation and how adidas is supporting this journey!”*

With the tournament undoubtedly set to deliver iconic moments in the month ahead, adidas will continue to celebrate its global football family throughout the tournament with ongoing initiatives and activations on the ground in Australia and New Zealand.

As part of adidas’ ongoing support of girls and women players from the stadium to the street, the brand has unveiled its biggest ever women’s kit bag for the Women’s World Cup. All of adidas’ federations will be offered bespoke 1:1 bra fittings and solutions such as innovative engineering and materials for correct fit and superior support and adidas’ signature FlowShield Technology, designed to prevent leaks, will be available in on pitch shorts for the first time. The brand is also partnering with more federations than ever before, supplying them with its most technical apparel yet.

A partner of the FIFA Women’s World Cup since 1995, the brand has been a long-time supporter of the women’s game, striving to help make sport equal for marginalized communities, as when it comes to football, fair access, equity or safety doesn’t exist for all.

As part of adidas’ ongoing partnership with Common Goal, 1% of all World Cup ball sales since 2022 – including the Official Women’s World Cup Ball, Oceanz – will be pledged to growth and support of women’s sport including Common Goal’s ‘Global Goal 5 Accelerator’ – enabling this project to reach – and change – more lives around the world.

Follow all updates across the tournament at @adidas on Instagram, Twitter and TikTok.

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**For further media information please contact:**

**Notes to editor**

Film credits

**TBC**

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.