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**adidas Celebrates Future of Sport with Record-Breaking Crowd in Nebraska, Signs Star Volleyball Player Lexi Rodriguez to NIL Deal**

**LINCOLN, NE –** adidas celebrated history in the making yesterday as the University of Nebraska-Lincoln Women’s Volleyball team broke the attendance record for any women’s sporting event in global history – hosting 92,003 at Memorial Stadium for *Volleyball Day in Nebraska.*

Students, fans and community partners gathered at the Nebraska Coliseum for *Rally at the Coliseum*, the official event pep rally hosted by adidas and the University of Nebraska-Lincoln. Attendees joined for campus games, giveaways and player appearances in recognition of the program’s outsize contribution to women's sports and inclusive sport culture in the Cornhusker state and beyond.

Later that day, a roaring crowd packed into Memorial Stadium to see the Huskers defeat Omaha 3-0.

“adidas is focused on driving long-term equality in sport – and this milestone event is such an incredible representation of that work in motion,” said **Jeanne Schneider, director of NCAA marketing and licensing at adidas**. “Today is a historic day – but it’s only just the start, and a first look at what’s possible for the future of women’s sport.”

Building on adidas’ commitment to invest in the next generation of athletes and support their futures, the brand has signed All-Big Ten First Team player **Lexi Rodriguez** to a Name, Image and Likeness (NIL) deal. Lexi will proudly represent the three stripes and participate in brand marketing campaigns. Rodriguez led the Huskers to a nation-leading .128 opponent hitting percentage with 4.26 digs per set in her sophomore season, earning her a place on the All-Big Ten First Team and AVCA Second-Team All-American.

“I’ve seen first-hand just how committed adidas is to the sport and pushing forward the women’s game,” said **Lexi Rodriguez**. “I’m so proud to officially join the three stripes family and kick off this new chapter of my career in volleyball.”

adidas remains committed to creating a more equitable future in sport, [becoming](https://news.adidas.com/Athletics/imagining-a-more-equitable-and-inclusive-future--adidas-announces-sweeping-network-for-student-athle/s/c1ac4031-361c-429b-8af6-89ee8bffac52) the first major sports brand to enact a wide-sweeping, equitable and inclusive Name, Image, Likeness (NIL) network for student-athletes in March 2022. Just a few months later, the brand [announced](https://news.adidas.com/partnerships/to-celebrate-title-ix-s-50th-anniversary-adidas-signs-15-female-student-athletes-to-nil-deals-and-an/s/fe98aade-0261-4de1-85ef-7e0d5533c7f2) the signing of 15 female student-athletes to NIL deals to celebrate Title IX’s 50th anniversary. Yesterday’s historic event and new signing represents a monumental step forward for Nebraska volleyball and adidas looks forward to even more opportunities to partner with the University to grow women’s sports.

Fans, students and alumni can join in celebrating this historic moment in women’s sports with University of Nebraska gear, including the newly released Nebraska Rivalry shoe, at [adidas.com/us/nebraska\_cornhuskers](https://www.adidas.com/us/nebraska_cornhuskers). Find adidas Volleyball gear at [adidas.com/us/volleyball](https://www.adidas.com/us/volleyball).

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