**ADIDAS PRESENTS THE UCL PRO BALL LONDON – THE OFFICIAL MATCH BALL FOR THE 2023/24 UEFA CHAMPIONS LEAGUETM KNOCK-OUT STAGE**

* The new ball will be played with on pitch for the first time during the first leg of the Round of 16 matches and will be used throughout the 2023/24 UEFA Champions LeagueTM knockout stages, culminating in the showpiece final on June 1st
* The UCL Pro Ball London celebrates the host city for this season’s final with eye-catching lion illustrations
* 1% of net sales from adidas footballs will go to the Common Goal movement, to help drive social change and support grassroots football communities worldwide

**Herzogenaurach, 12th of February 2024** – adidas presents the UCL Pro Ball London - the Official Match Ball for the Men’s 2023/24 UEFA Champions LeagueTM  knock-out stage and final.

Made to stand out on the biggest stage, the ball celebrates the final host city, London, with vibrant graphics featuring two roaring lions fighting among the stars. While the lion is symbolic of the rich history and culture of England and its capital city, it also represents, the bravery and strength of the players and the majesty of European club football’s most coveted trophy.

As well as the new graphic design, the ball features a range of adidas performance technology, crafted to provide pinpoint accuracy for the players who fearlessly confront each other on the ultimate stage. The innovative PRISMA surface texture offers Europe’s best players even more precision on the ball. The outer texture coating – consistent across all adidas UEFA Champions LeagueTM Official Match Balls – offers secure grip and complete control, while the thermally bonded seamless construction guarantees ultimate performance.

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

adidas has been a proud Official Match Ball Supplier of the UEFA Champions LeagueTM since 2001 – enjoying a hugely successful partnership across both the men’s and women’s competitions.

The 2024 UEFA Champions LeagueTM final in London takes place on June 1st 2024 and the UCL Pro Ball London is available to purchase in adidas stores and online at **adidas football balls** **(Insert relevant market SEO LINK)**

For further information on adidas football please visit [adidas.com/football](https://www.adidas.co.uk/football) or follow @adidasfootball on Instagram or Twitter to join the conversation.

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**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](https://news.adidas.com/Tags?tags=FIFA%20World%20Cup)™, the FIFA Women’s World CupTM, the UEFA European Football ChampionshipTM, the UEFA [Champions LeagueTM](https://news.adidas.com/Tags?tags=%20Champions%20League) & the UEFA Women’s Champions LeagueTM. 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 Leo Messi, Jude Bellingham, Mohamed Salah, Pedri, Florian Wirtz, Alessia Russo, Paulo Dybala, Lena Oberdorf, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Son Heung Min, Karim Benzema, Vivianne Miedema, Mary Fowler, and Wendie Renard.

MARKET SEO LINKS

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| --- | --- | --- |
| **NAM** | adidas.com/us | <https://www.adidas.com/us/soccer-balls> |
| adidas.ca/en | <https://www.adidas.ca/en/soccer-balls> |
| adidas.ca/fr | <https://www.adidas.ca/fr/soccer-ballons> |
| **LAM** | adidas.com.ar | <https://www.adidas.com.ar/pelotas-futbol> |
| adidas.cl | <https://www.adidas.cl/pelotas-futbol> |
| adidas.co | <https://www.adidas.co/balones-futbol> |
| adidas.mx | <https://www.adidas.mx/balones-futbol> |
| adidas.pe | <https://www.adidas.pe/pelotas-futbol> |
| adidas.com.br | <https://www.adidas.com.br/bolas-futebol> |
| **EU Big 6** | adidas.co.uk | <https://www.adidas.co.uk/football-balls> |
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| adidas.de/en | <https://www.adidas.de/en/football-balls> |
| adidas.fr | <https://www.adidas.fr/ballons-football> |
| adidas.it | <https://www.adidas.it/palloni-calcio> |
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| adidas.ie | <https://www.adidas.ie/football-balls> |
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