**ADIDAS AND LES MILLS LAUNCH ‘MOVE, EARN & SWAP POINTS’ – ITS FIRST JOINT WORKOUT INCENTIVE PROGRAMME FOR THEIR GLOBAL TRAINING COMMUNITIES**

* The partnership launches ‘Move, Earn & Swap Points’ incentive programme, offering adiClub and LES MILLS+ global members more opportunities to earn adiClub points for access to high-performance product and training experiences
* adiClub members can earn points through completing LES MILLS+ workouts, with the opportunity to redeem on a LES MILLS+ membership, as well as additional rewards across adidas retail and digital
* The new benefit programme will land alongside adidas’ latest Strength capsule drop, featuring new high-performance apparel and footwear to further support athletes in their training journey. Available [here](https://www.adidas.com/us/workout) from March 1, 2024.

**Herzogenaurach, Germany, 12 March –** Today, adidas announces ‘Move, Earn & Swap Points' – an all-new offering as part of its ongoing partnership with worldwide sport powerhouse Les Mills. Synchronising two global communities passionate about the sport of training, adiClub and LES MILLS+ members now have a new way of earning adiClub points – joining millions of individuals already doing so through wider activities – by completing workouts on the LES MILLS+ app, which they can then redeem against exclusive rewards, offers and prizes.

Available to new and existing members, LES MILLS+ subscribers must synchronize their account with adiClub, to then be eligible to earn 10 adiClub points upon completion for each workout.\* Once earned, these can instantly be redeemed against raffle entries for money can’t buy experiences, exclusive giveaways, discount vouchers and points-only products across adidas.com, in retail stores and the adidas app, or saved up for larger rewards. adiClub participants also have the opportunity to unlock access to a two, three or six-month membership for LES MILLS+, by redeeming 1600, 3100 or 7400 points respectively.

‘Move, Earn & Swap Points’ marks the latest step in the partnership between adidas and Les Mills that aims to shape the future of training for the next generation through a belief that stronger communities build stronger individuals. Since announcing their partnership in January 2023, the two sports brands have kicked off a global series of high-octane training events and unveiled innovative new workouts.

**Aimee Arana, adidas Global, General Manager, Sportswear & Training:** *“As part of adidas Training’s mission to encourage and facilitate more participation and enjoyment in the sport of training, we’re excited to launch ‘Move, Earn & Swap Points’, an incentive that not only unites both the adidas and Les Mills global communities but also rewards them for doing more of what they love. Our partnership with Les Mills continues to grow from strength to strength, so this is the natural next step to bring the best of adiClub and LES MILLS+ to our 300+ million members.”*

**Amber Taylor, Les Mills Chief Digital Product Officer:** *“Motivation is at the heart of our training experiences, touching every element, so we’re pumped that through Move, Earn & Swap Points, people will find Les Mills workouts even more rewarding. The more you move, the more you earn, and with over 2,000 world-class workouts on the LES MILLS+ platform, there's something to suit every athlete. Each program is backed by science to ensure it delivers results and enjoyment – a powerful combination to help turbocharge your training.”*

Alongside the adiClub points system and set to be put through its paces by Les Mills’ world-renowned trainers, adidas launches the second performance drop from its SS24 Strength Collection. Designed to further support all athletes in achieving their fitness goals and enable them to feel their strength, the latest drop introduces a new bold yellow Dropset 2 colourway as well as state-of-the-art tees and shorts. Featuring adidas’ leading technology and material constructs, from AEROREADY, which uses sweat wicking and absorbent materials to help keep athletes feeling dry to ADISTRONG for added support and movement, key looks include:

* **AEROREADY Power Big Logo Tank & Techfit Short Leggings:** Designed with an open side construction, the tank provides versatile styling – either wear in its longform or tuck under bra underbust band for a cropped look. Meanwhile the short leggings offer a compressive feel and distraction free comfort making them a go-to for all sweaty strength sessions.
* **D4T ADISTRONG Tee & D4T ADISTRONG Shorts:** Made with ADISTRONG material, the construct for the tee and shorts offers optimum resistance and minimal cling for added comfort. Featuring an elasticated waistband as well as drop back slits, the shorts support with achieving added flexibility during power moves.
* **Dropset 2 Footwear:** Designed to bring stability and support to each move, the shoe features a low midsole for a grounded foundation, supporting the athlete in maintaining proper form during strength training.

Those looking to join adidas’ 300+ million adiClub members can sign up for free to start earning points and exploring the rewards through the adidas app, as well as being instantly eligible to synchronize it with their existing LES MILLS+ account. To sign up for LES MILLS+, new members can subscribe via adidas.com/lesmills and the adidas app. The latest SS24 Strength drop will be available via selected retail stores, and online at [adidas.com](https://www.adidas.com/us/workout).

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