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**adidas Chronicles Nick Dunlap’s Historic Win Ahead of Professional Major Debut**

With golf’s first major championship of the year happening this week, adidas is highlighting the amazing story of professional golfer Nick Dunlap and the achievements that put him on a historic road to Augusta.

The mini documentary adidas released today – “History’s New Name” – dives inside the young phenom’s mindset and approach to the sport; specifically examining how Dunlap disarmed pressure in critical moments during the final round of The American Express to achieve something the sport hadn’t seen in 33 years: winning a professional tournament as an amateur.

Along with Nick’s commentary, the content features exclusive interviews and insights from some of those who were with him during this life-changing moment: Jim and Charlene Dunlap (parents), Dr. Bhrett McCabe (clinical and sports psychologist), and Hunter Hamrick (caddie). adidas also interviewed Golf Channel reporter Brentley Romine, who has covered a majority of Dunlap’s illustrious junior and amateur career.

The unique feature drafts off adidas’ brand campaign [released earlier this year](https://news.adidas.com/American-Football/adidas-unites-its-biggest-icons-to-help-disarm-negative-pressure-in-sport-through-new-global-brand-c/s/815769c4-f98d-4ace-a2d8-d4aeb3ea26a5) that spotlights how athletes experience and manage the weight of expectation and what’s possible when they silence its impact. The campaign is grounded in the insight that next-gen athletes are dropping out of sport due to pressure felt, so the brand wants to normalize the feeling to showcase the possibilities that can be achieved when all experience the joy of sport.

In addition to outfitting Dunlap head-to-toe for his first appearance in Augusta, adidas will also be supporting additional athletes this week: Ludvig Åberg, Collin Morikawa, Nick Taylor, and Nicolai Højgaard, among others.