

**ADIDAS UNVEILS NEW DOCUSERIES FEATURING ANTHONY EDWARDS, AITANA BONMATÍ,**

**REBECA ANDRADE AND MIKAELA SHIFFRIN**

* Told from the perspective of those closest to them, the brand announces its new four-part docuseries starring Anthony Edwards, Aitana Bonmatí, Rebeca Andrade and Mikaela Shiffrin
* Rooted in the universal truth that everyone needs someone to help make them believe *You Got This*, the new films come as part of the brand’s ongoing mission to disarm negative pressure in sport
* The first episode, premiering in mid-April, exclusively on adidas’ YouTube channel, will spotlight Anthony Edwards and his relationship with longtime best friend Nick Maddox

**Herzogenaurach, 2 April 2025:** Today, adidas unveils a new docuseries featuring several of its global sporting icons, captured through the eyes of the people who support them most. Each episode offers a rare, intimate portrait into the deep connections that exist beyond their fields of play, emphasizing how even those at the top of their game need someone to help make them believe *You Got This.*

Narrated by those closest to some of the biggest names in sport, the films are set to launch throughout 2025 and will feature:

* **Anthony Edwards** as told by his best friend, Nick Maddox
* **Aitana Bonmatí** as told by one of her closest friends, Maria Rodriguez
* **Rebeca Andrade** as told by her coach, Xico Porath Neto
* **Mikaela Shiffrin** as told by her mother, Eileen Shiffrin

The new series, named *Illuminated,* shares a personal look at how people in the athlete’s corner act as a crucial and consistent positive influence, underlining the importance of these relationships in sport. Created as part of the *You Got This* global brand campaign, the stories highlight how encouragement, belief, and the right type of support play a key role in all athlete’s journeys.

The first episode, featuring NBA star Anthony Edwards alongside his best friend Nick Maddox, will kick off the series as it delves into the duo’s long-time bond, forged through countless car rides, conversations and shared experiences. Directed by David Terry Fine (Untold: Netflix and ESPN: 30 for 30), Stanley Brock (Road To Kampala: Copa 90 and Hanna) and Nick Maddox, the episode details the pivotal role Nick has played in Anthony Edwards’ career, against the challenges of grief as well as pressure on and off the court. Giving intimate access to one-on-one conversations, the film takes viewers behind the scenes of their special friendship**.**

**Commenting on the first episode of the docuseries, Anthony Edwards, Minnesota Timberwolves,** said: **“***Man, Nick Maddox my dawg for real! He's been my boy since way back in school and he's the type you can call anytime, and he will be there—no questions asked. We met hoopin’ in high school, and from day one, he's been solid as concrete. Bro was driving me to school, to practice, back home—always making sure I was straight. When I locked in on the league, he didn't change, he always kept it real as my friend. I know I can count on him to have my back through thick and thin l, and that's something that everybody needs in their life. He makes me believe I got this no matter what.”*

**Reflecting on his friendship with Anthony Edwards, Nick Maddox,** said: ***"****Ant and I have been boys for as long as I can remember. Those conversations that you see between us in the car? That’s really just the way we talk – it’s always been like that, and I am thankful for all the car rides we took in our early years as it really built the foundation of our friendship. In my eyes, I’m not doing anything out of the ordinary for Ant – for me, I am just being his friend. I keep it real with him, that’s all it’s ever been. The way we act has never been for show, hype or headlines; it’s about pushing each other to be better, staying honest, and making sure we never lose sight of who we are or who we’re doing it for. That’s what real support looks like – showing up every day, no matter what the challenge is."*

The first episode will premiere later this month on [adidas’ YouTube channel](http://www.youtube.com/adidas) and streamed simultaneously across a number of social channels. The livestream will allow viewers to interact in real time via comments, trivia and giveaways within one broadcast. Further episodes featuring Aitana Bonmatí, Rebeca Andrade and Mikaela Shiffrin will be released during the year.

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**For further media information, please contact:**

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**Notes to editor**

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 23.7 billion in 2024.