**ADIDAS AND ALL-STAR LINE UP CELEBRATE THE UEFA WOMEN’S EUROS BY SHOWING THE POWER OF COMPETITION IN HELPING TO MAKE ATHLETES BELIEVE *YOU GOT THIS***

* adidas unveils a film that positions competition as a positive aspect of sport, one that can both push individual performance and continue to elevate women’s football
* Part of adidas’ *You Got This* campaign, the film features superstars, Aitana Bonmatí, Alessia Russo, Jule Brand, Kadidiatou Diani, Lia Waltí, and Stina Blackstenius
* As a proud and long-standing partner of UEFA, adidas is the Official Match Ball provider and official kit supplier to six federations competing at UEFA Women’s EURO 2025™️.

**Herzogenaurach, 23 June 2025 –** Today, adidas debuts a film to mark the upcoming UEFA Women’s EURO 2025™️, which explores the role that opposition can play in driving a new level of performance, demonstrating that competitiveness and support can co-exist at all levels of the sport - from grassroots to the professional game.

As part of adidas’ global brand campaign, *You Got This*, icons Aitana Bonmatí, Alessia Russo, Jule Brand, Kadidiatou Diani, Lia Waltí, and Stina Blackstenius are all shown in training ahead of this summer’s tournament. Despite typically competing as opponents, during the film, players demonstrate how a shared admiration pushes each individual to new heights.

Offering a fresh new take on the concept of rivalry, the film shows how even competitors can leverage their tenacity and shared respect for the sport to improve their own performance and elevate the women’s game.

The power of competition is specifically explored via a mutual respect between Russo and Bonmatí, who use each other’s success on the international stage to unlock a new level of performance.​

**Alessia Russo, Attacker and adidas athlete, said:** “*For us as professionals, competition is huge in everything we do, and personally, it’s a constant source of learning. I consider myself lucky to be surrounded by the best in the world every day while playing for my club and country. Individuals at my club, such as Lia Wälti, a player who is brilliant at creating opportunities – or opponents on the pitch, like Aitana, who has unbelievable vision and creativity. My colleagues and peers are a constant reminder that my game is not complete just yet, and that wouldn’t be possible without competition*.”

Alongside Russo and Bonmatí, the film races through sequences with Blackstenius, Brand, Diani and Waltí, going through relentless training sessions and moments of triumph that, in turn, spur the next player to believe *You Got This*.

**Florian Alt, Vice President, Global Brand Communications at adidas, said:** “*Rivalry is often viewed as a negative, but it can be such a powerful driving force in sport and beyond. We want to inspire the next generation of players to see that competition and support can co-exist, making both the individual and the game stronger. We all need inspiration and someone to make us believe, You Got This - and even competitors on the biggest stage can be that for athletes.”*

**[INSERT PLAYER NAME AND POSITION**] and adidas athlete said: [most relevant local player quote to be inserted by markets]

Ahead of a huge summer of football, this is just one way adidas is showing up for women footballers. As official partners of UEFA for several decades, adidas will provide the Official Match Ball for the UEFA Women’s EURO 2025™️ – bringing connected ball technology to the tournament for the first time, as well as providing iconic kit for six federations. The brand also launched the F50 SPARKFUSION in June, a football boot built specifically to support the physiological requirements of the female body, based on the demands of the modern women’s game.

To view, visit adidas on [YouTube](https://www.youtube.com/watch?v=GFT6Wt9VDWQ)

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**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.