**BOLD NEW REEBOK CAMPAIGN INSPIRES PEOPLE TO HONOR THEIR BODIES**

**‘25,915 DAYS’ INVITES PEOPLE WORLDWIDE TO MAKE THE MOST OF EVERY DAY OF THEIR LIVES**

**CANTON, Mass. – April 28, 2016** – Today global fitness leader Reebok launches **’25,915 Days’,** a striking and provocative campaign reminding people that they have, on average, 25,915 days to live – a finite amount of time to push their limits, overcome every obstacle, and to honor the body that they have been given. The campaign is a continuation of the Reebok **Be More Human** marketing platform, a rally cry for people to live up to their full potential, and continues the global fitness brand’s mission to change how people perceive and experience fitness.

A moving 60-second film launches the international campaign. ‘25,915 Days’ chronicles one woman’s lifelong commitment to physicality, specifically her passion for running, celebrating her life in reverse, from her golden years back to birth. The film charts her journey through life as she pushes to be the best version of herself physically, mentally and socially, from tackling a Reebok Spartan Race today, to earlier in her life running on a trail, streaking across a college campus and defeating a young male adversary in a childhood race.

The campaign also marks a compelling new chapter for the Reebok Be More Human social & digital experience ([Reebok.com/CountYourDays](http://reebok.com/CountYourDays)) that allows users to calculate their potential number of remaining days, based on averages of age, gender and location. Visitors can share how they are planning to honor their bodies and their days remaining by sharing personal accomplishments through #HonorYourDays and posting a customizable photo to Instagram, Twitter or Facebook.

Reebok has also created a rich content ecosystem across all digital platforms to encourage people around the world to use their days, and bodies, to their full potential. The campaign provides powerful food for thought by visualizing where you are on your journey through life.

Yan Martin, Vice President, Global Brand Communications at Reebok, said, “25,915 Days is a brave new chapter in our Be More Human movement. We’ve built our brand around celebrating a new breed of athlete - the everyday person who transforms their life through fitness. They aren’t working out to get thin; they are doing it to enrich their entire life. With 25,915, we wanted to go further and inspire people everywhere to honor the bodies they have been given, every single day.

“The spirit of the campaign is not one of fear, but one of hope and opportunity,” said Martin. “This campaign is designed to push and inspire people to do more to honor their bodies, because our time is ultimately limited - whether it’s as simple as climbing a few extra stairs or signing up for your first obstacle race.”

Will McGinness, Executive Creative Director at Venables Bell & Partners said, “The fact that there are 25,915 days in the life of the average human is a provocative one. With the film and web experience, our goal was to confront people with their own mortality as a way of motivating them to get out and honor their days.”

To launch the new campaign Reebok is hosting an influencer event at its global headquarters in Massachusetts, featuring a panel discussion hosted by ESPN anchor Jessica Mendoza. Speaking on the panel will be some of the leading female names in sports, fitness and entertainment.

The campaign will officially kick-off when the digital hub goes live on Thursday, April 28.

The ‘25,915 Days’ film was directed by Michael Lawrence and created by Venables Bell & Partners in San Francisco, CA.

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**About Reebok**

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enables movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s training, running, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division.  Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC, and exclusive apparel provider for Les Mills. For more information, visit Reebok at www.reebok.com or, for the latest news at <http://news.reebok.com/>. Or, discover Reebok at the following locations: <http://facebook.com/reebok>; <http://twitter.com/reebok>; and <http://youtube.com/reebok>