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**REEBOK AND GAL GADOT UNITE**

**IN THE NAME OF FITNESS**

***Reebok Continues to Stake its Claim in Women’s Category; Announces***

***Partnership with Global Powerhouse Gal Gadot***

**March 15, 2018: Boston, MA** – Global fitness lifestyle brand Reebok today announces a landmark partnership with Gal Gadot; a leading international actor and world-wide symbol of confidence, defiant courage and inner strength.

Sharing the common belief that fitness should be accessible to all – anybody and any body – Gadot and Reebok will work together to inspire women and future generations to discover and embrace fitness as a means to become the best version of themselves - physically, mentally and socially.  Gadot joins Reebok’s growing coalition of game-changing women – including Ariana Grande, Gigi Hadid, and Victoria Beckham – as part of the brand’s bolstered commitment to empowering women worldwide.

“Working out has always been a big part of my life, especially with having a mother who was a PE teacher, I was exposed to an active lifestyle from an early age,” shared Gadot.  “Through fitness, I have found that I gain strength, endurance and confidence, and I couldn’t imagine a better partner than Reebok to join me on this journey.”

Reebok teamed up with revered lifestyle photographer Collier Schorr, to introduce Gal through a series of striking imagery that embody Reebok’s Be More Human mantra and the pair’s shared belief in the power of fitness.  The intimate photographic collection of original portraits visualizes the physical, mental and social benefits that fitness can bestow upon us.

“At Reebok, we believe that potential is limitless. We look to partner with women who instill confidence in all generations to take risks and to keep pushing, all while making a positive difference in the world,” said Todd Krinsky, GM of Performance Business Unit at Reebok. “Her relentless spirit and natural leadership have already captivated and inspired millions and we believe that this is just the starting point.  Through fitness we know that we have the power to change lives and we are elated to have such a powerhouse in our corner to tell this story with.”

Highlighted throughout the powerful launch imagery is Reebok’s Women’s Training Collection, shown in bold and sophisticated black & white prints.  Featured product includes: Reebok’s Speed HER TR, Lux Tight, Hero Strong Bra, and Perforated Speedwick Tank, available now on Reebok.com.

See the Be More Human portrait collection featuring Gal Gadot [HERE](https://www.dropbox.com/sh/owv1388zy4w2bju/AAAycCFwxVxiGsQU5Ky6qM18a?dl=0).

Consumers can expect to see Gadot continue to champion Reebok’s Be More Human ethos and support its women’s business in the future.  For additional information about the partnership, exclusive content and upcoming news, visit Reebok.com/GalGadot and follow @Reebok, @ReebokWomen, and @gal\_gadot.

**END**

**About Reebok**

Reebok International Ltd., headquartered in Boston, 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 enable 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 functional training, running, combat training, 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 adidas, Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the exclusive authentic global outfitter of UFC; the title sponsor of the Reebok Ragnar Relay series; and exclusive apparel provider for Les Mills.

For more information, visit Reebok at [www.reebok.com](https://protect-eu.mimecast.com/s/5yCsCPZjt4kzr9i3XlH5?domain=reebok.com), or, for the latest news at [http://news.reebok.com/](https://protect-eu.mimecast.com/s/lBIXCQ0kU6yvEgcDwJ7H?domain=news.reebok.com)

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