

**DANAI GURIRA AND REEBOK TO EMPOWER WOMEN ACROSS THE GLOBE WITH NEW PARTNERSHIP**

**Boston, Mass.**– July 13, 2018 – Today, Reebok announces a new partnership with one of the most powerful paragons of women’s strength, award-winning playwright / actor Danai Gurira. The global fitness brand and Gurira will together enable women of all walks of life become their own heroes, furthering Reebok’s mission of helping people around the world to Be More Human.

Gurira - whose on-screen ferocity is matched only by her activism off it - is an outspoken supporter of self-acceptance achieved through fitness and wellness. Her collaboration with Reebok will explore physical and mental strength as a platform for power as she joins an evolving roster of dynamic women, united by Reebok to lead a female-first campaign launching later this year.

“Strength sits at the center of my personal beliefs and the characters I portray, but only recently has it become culturally synonymous with what it means to be a woman. It’s long overdue, considering the path that’s been laid by cultural rebels and renegades throughout history to drive change.”

“We all view strength differently: through physicality, through mental fortitude, through honesty, and perhaps most importantly through community. My goal is to work with Reebok to galvanize women in all communities to find strength within themselves so that we may continue to lead this cultural revolution. Each one of us should be hero to each other.”

Later this year, Gurira will join Gal Gadot, Gigi Hadid and Ariana Grande and other internationally recognized women in a new campaign to inspire and enact change through fitness.

“‘Be More Human’ is not only our brand platform. It’s a real, tangible effort to help women achieve their full potential and drive the world forward. Danai brings with her a unique intensity that’s already inspired countless women to discover their own strength. We’re thrilled to have her join our family and help lead this inspiring coalition,” said Todd Krinsky, GM of Reebok Performance.

Gurira appears in campaign launch imagery [HERE](https://www.dropbox.com/sh/za1yrpu7i6znfzy/AADSlW2S3NJoX2iCsIB8tLVna?dl=0), featuring Reebok’s Women’s Training Collection including the [Hero Strappy Bra](https://www.reebok.com/us/hero-strappy-bra/CG1057.html?cgid=SEARCH), [Reebok Lux Tight Color Block](file:///Users/weillall/Desktop/Danai%20Gurira%20x%20Reebok/REEBOK%20LUX%20TIGHT), and [Fusion Flexweave](https://www.reebok.com/us/fusion-flexweave%E2%84%A2/CN2430.html?cgid=SEARCH).

For additional information about the partnership, exclusive content and upcoming news, visit Reebok.com/us/danai\_gurira and follow @Reebok, @ReebokWomen, and @DanaiGurira.

**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)

Discover Reebok at the following locations: [http://facebook.com/reebok](https://protect-eu.mimecast.com/s/Vl91CRolTrz4koc53kkA?domain=facebook.com); [http://twitter.com/reebok](https://protect-eu.mimecast.com/s/Tn0qCVPvflRqLmFV6t1S?domain=twitter.com); and [http://youtube.com/reebok](https://protect-eu.mimecast.com/s/2KoQCW7PUjWrgZtk62Ka?domain=youtube.com)