



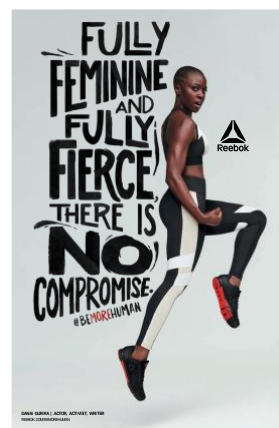
## REEBOK CELEBRATES STRONG WOMEN INSPIRING OTHERS TO BE THEIR BEST SELVES

**New Campaign Spotlights Women who are Transforming Themselves - and the World Around Them**

**BOSTON, Mass. – July 16, 2018** – Today, global fitness leader Reebok launches a multi-faceted campaign celebrating women who are helping bring positive change to the world – each in their own unique way. The campaign is the latest evolution of the brand’s **Be More Human** rally cry, which encourages people to be the best possible version of themselves physically, mentally and socially.

Featured in the campaign are artists and athletes including **Gal Gadot, Danai Gurira, Gigi Hadid, Ariana Grande, Nathalie Emmanuel** and **Katrin Davidsdottir**, who each tell their own personal story of overcoming barriers to become their best self. They are featured alongside women who have built organizations that are empowering females and making history, including **Reese Scott**, Founder of Women’s World of Boxing; **Shannon Kim Wagner**, Founder of the Women’s Strength Coalition; **Jenny Gaither**, Founder and CEO of Movemeant Foundation; and **Yelda Ali**, Founder of Camel Assembly.

With this campaign, Reebok is not only revisiting its heritage of being a women’s-focused brand, but more importantly celebrating strong women with powerful voices, who are inspiring others to action – at a time when action is needed.



“Reebok has a long history of empowering women and supporting those who empower others,” said Melanie Boulden, Reebok Vice President of Marketing. “We did this back in the 1980’s, when the

brand helped usher in a new fitness movement, led by women, that changed culture and made it ok for women to sweat and have muscles. We are still at it today, developing innovative product for women, by women, and encouraging females to experience the physical, mental and social transformation that happens when we move – the essence of our Be More Human philosophy.”

In the fully-integrated campaign, the use of bold, graphic type brings to life the women’s words, personalizing each of their inspirational messages. Consumers can meet the powerful women featured in the campaign at [www.Reebok.com/bemorehuman](http://www.Reebok.com/bemorehuman) as well as learn how to get involved in the grassroots organizations driving change for women.



Two organizations are specifically supported by the campaign, the **Movement Foundation** and **The Women’s Strength Coalition**. To support these organizations, Reebok is releasing ten different limited-edition shirts – each featuring an inspirational message from one of the women featured in the campaign. From July 15 - December 31, 2018 or while supplies last, Reebok will donate 100% of the purchase price (excluding taxes and shipping) from the sale of each shirt, to be split equally, to these organizations.

In addition, consumers who want to participate in other ways can ‘Donate in Sweat,’ with Reebok offering two unique avenues of participation. Consumers can either participate through social media by posting to Instagram or Twitter an original picture of themselves working out and tag their photo with #BeMoreHuman, or attend a select Reebok ‘Donate in Sweat’ event. Participation will result in Reebok making a donation to the two organizations. The social media program is capped at 2,500 posts. Complete details can be found on Reebok.com.

For the campaign, Reebok enlisted long-time creative partners Venables Bell & Partners (San Francisco, CA), who led the campaign, and Roundhouse (Portland, OR).

“Since the beginning of our partnership, we knew that Reebok has always been deeply committed to encouraging everyone to push through barriers to become their best,” said Will McGinness, Executive Creative Director at Venables Bell & Partners. “This latest effort is another chapter in the Be More

Human narrative and recognizes an important moment in time to celebrate powerful women who are creating such positive change for themselves and for the world around them.”

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### **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](http://www.reebok.com), or discover Reebok at the following locations: <https://www.instagram.com/reebok/>; <http://twitter.com/reebok>; and <http://facebook.com/reebok>