

**REEBOK INTRODUCES THE**

**REEBOK BOSTON TRACK CLUB**

***Former Syracuse Cross Country Coach Chris Fox Named***

***Head Coach, and Former Syracuse All-American Justyn Knight is***

***First Founding Member of New Elite Track Club***

**BOSTON, Mass. – July 23, 2018**– Today, Reebok announced the formation of the **Reebok Boston Track Club**, a new pro running club which will compete in elite running competitions around the world and play a key role in the research, curation and innovation of future Reebok Running product. Highly accomplished running coach **Chris Fox** will lead this new elite running unit.

In addition to unveiling the new club and Fox’s stewardship, Reebok also announced the signing of former-collegiate All-American runner **Justyn Knight** as a foundational member of the team. Knight, a distance runner from Toronto, Canada, was the 2017-18 NCAA Division 1 Cross Country and 5000-meter champion for Syracuse University – under the tutelage of Coach Fox. He was selected as an All-American seven times throughout his career.

“Reebok has a long history in Running and is a brand that has always helped athletes push the limits of performance,” said Knight. “It’s an honor to be the first member of the Reebok Boston Track Club and be part of the Reebok family. I obviously know Coach Fox well and I’m excited to work with him to develop and hone my skills on the track in the years to come.”

In addition to competing in the top running competitions around the world, the Reebok Boston Track Club will play an integral role in the research, curation and innovation of future Reebok Running product. The team will build on Reebok’s long-held, pioneering roots in the running community and bolster the brand’s drive to transform the category through hands-on research and bringing new innovation to the market.

“I know the value both of great coaching and ground-breaking technology. I had an inspiring coach myself when I was developing as a runner, and I look forward to guiding the Reebok Boston Track Club” said Fox, a West Virginia native with more than 30 years of experience coaching college athletics at elite programs around the country.

“As a team, we want to win each time we step on the track, but as part of the Reebok brand, we also want to use our expertise to help take Reebok Running to the next level,” said Fox.

“This is a great day for Reebok Running. The Reebok Boston Track Club will help us elevate our product offering and solidify our presence as a major player in the category,” said **Reebok President Matt O’Toole**. “To have Coach Fox lead this team, and Justyn as a founding member, gets us off to a great start. Coach Fox’s expertise in coaching athletes through technique, mental toughness, and creating a winning team culture make him the perfect leader to not only lead the club, but also to help us in the development of Reebok performance running product.”

“We’re also excited that our home, the city of Boston, with its long and storied history as one of the best running cities in America, is recognized with the formation of this new club,” said O’Toole. “It’s fitting that a world-class club, shares its name with a world-class city.”

In addition to Knight, Reebok also announced three additional Reebok Boston Track Clubteam members: Jamaican distance runner **Kemoy Campbell**, Former Penn State runner **Tori Gerlach**, and Former Syracuse star **Martin Hehir**. The Reebok Boston Track Club will begin competing in late 2018.

Reebok Running has made large strides forward in innovation and design in recent seasons, introducing the award-winning **Floatride**foam cushioning technology, as well as its **Flexweave** upper technology. The Reebok Boston Track Club will play a central and integrated role in the design and innovation process to inform the creation and modification of future running products.

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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 fulfil 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.

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