



Fact Sheet

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NFL Star Eric Decker Joins Adidas in Urging Kids to Unplug

What: Adidas announced today that, in an effort to promote a less technology dependent youth, it will partner with the Patriots wide receiver and father of three, Eric Decker, to launch *Beyond the Screen*. This campaign will bring together kids, ages five through 13, for an event that will get them outside interacting and playing games with Decker, including football scrimmage, capture the flag, kick ball, tug of war, and much more.

Adidas has additionally partnered with Soles for Souls as part of its *Beyond the Screen* initiative to bring awareness of the growing number of children in Africa without shoes. Attendees will have the opportunity to personalize a pair of white Adidas that will all be donated to the cause.

Who: Adidas AG is a multinational corporation, founded and headquartered in Herzogenaurach, Germany, that designs and manufacturers shoes, clothing and accessories. Adidas' mission is to help athletes of all levels make a difference – in their game, in their lives, and in the world.

Where: *Beyond the Screen's* first event will take place at Icahn Stadium located on Randalls Island in the borough of Manhattan in New York City.

When: The event will run from 10 a.m. – 3 p.m. on Saturday, May 4.

Why: "Beyond the Screen aims to further the mission of our brand: using sport to incite change and connect the world. Here at Adidas, we are committed to creating a more active and aware youth. Through these events we hope to show children the fun and importance in putting down the phone and getting outside. We are also aiming to educate these children on the importance of giving back using an unique approach that allows them to show their creativity and personality without being behind a screen."

-Kasper Rorsted, Adidas CEO