

## News Release

FOR IMMEDIATE RELEASE

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### NFL Star Eric Decker Joins Adidas in Urging Kids to Unplug

The *Beyond the Screen* initiative will also put shoes on hundreds of impoverished African children with its partner Soles for Souls

PORTLAND – March 1, 2019 – Adidas announced today that in an effort to promote a less technology dependent youth it will partner with Eric Decker to launch *Beyond the Screen*. The touring event will kick off from 10 a.m. – 3 p.m. on Saturday, May 4 at Icahn Stadium in New York City.

The Patriots wide receiver and father of three has signed on to lead all twelve events across the nation. Each one will get kids between the ages of five through 13 outside interacting and playing games with Decker, including football scrimmage, capture the flag, kick ball, tug of war, and much more.

“Growing up, my friends and I would spend hours at this little park near my house just making up games and playing sports,” Decker said. “I always think back about how those experiences shaped my life into what it is today. That’s why I really wanted to be apart of this initiative and help these kids find the fun when they put down their phone.”

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Decker has been an Adidas sponsored athlete for two years. He was approached while still playing for the New York Jets. “We became very interested in Decker because he really embodies the Adidas brand,” said Kasper Rosted, CEO. “Decker has shaped his life through sport, he’s a family man, and he’s dedicated to giving back through the various charities he’s started.”

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 with provided arts and crafts materials that will all be donated to the cause.

“Shoeless children are faced with higher susceptibility to injury and infection every day,” said Eva Barrett, Global Senior Director of Marketing. “We really want to provide education and action against this growing problem while simultaneously allowing children to show their creativity and personality without being behind a screen.”

“*Beyond the Screen* aims to further the mission of our brand: using sport to incite change and connect the world,” said Rorsted. “Here at Adidas, we are committed to creating a more active and aware youth.”

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For more information on upcoming dates and locations of *Beyond the Screen* events, visit [www.adidas.com/beyondthescreen](http://www.adidas.com/beyondthescreen).

Adidas AG is a multinational corporation, founded and headquartered in Herzogenaurach, Germany, that designs and manufacturers shoes, clothing and accessories. The company offers its products through three main brands: Adidas, Reebok and TaylorMade-adidas Golf. Adidas' mission is to help athletes of all levels make a difference – in their game, in their lives, and in the world. For more information, visit [www.adidas.com/about](http://www.adidas.com/about).

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