

Subject: Adidas Getting Kids to Put Down Their Phones

Hi John,

A recent report pointed out this generation is the least active in history due to a rapid increase in technology dependence at a young age. Adidas, in partnership with NFL star Eric Decker, is committed to combating this problem with its campaign *Beyond the Screen*.

We think you'll be interested in speaking with CEO Kasper Rorsted about Adidas' exciting events coming up that will promote a more active and aware youth.

As a brand grounded in giving back, Adidas has additionally partnered with Soles for Souls to bring awareness of the growing number of children in Africa without shoes. We have created exciting opportunities at our events for children to personalize a pair of white Adidas that will all be donated to the cause.

We'll follow up next week to gauge your interest in speaking with Kasper about an initiative first in its space.

Thank you for your time and consideration,

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