

**adidas Helps More Than 4,000 Children Develop Life Skills  
Through Right to Play Child Development Program**

*Shaanxi Province Kindergarten the Latest School to Benefit from  
adidas' Long-Term Community Investment*

SHANGHAI, Nov. 18th, 2012 – The adidas Right to Play Child Development Program over the past three years has helped more than 4,000 children in Shaanxi Province develop key skills such as collaboration and better communication through sport and play-based activities. The latest beneficiary of the program is the Chanjiayan Central Kindergarten, which received a new playground. The kindergarten also benefitted from the skills of trained adidas employee volunteers, who are currently visiting the school on their annual visit to rural Shaanxi. Joining adidas employees for the first time were consumers, whose purchases helped fund the school's new playground.

“Seeing the positive impact we've made and the thousands of children who are healthier, happier and more confident as a result of our efforts is what drives this company's dedication to supporting child development,” said Colin Currie, Managing Director of adidas Group, Greater China. “This year's trip to Shaanxi Province is particularly special. For the first time, consumers will be taking part on this important cause, sharing adidas' vision and passion of using sport to drive positive change in the community.”

According to a survey conducted with volunteer staff, the program's sport and play-based activities has had a positive impact on children by helping them develop many life skills. Volunteers saw big improvements in collaboration and communications among the children, as well as in their interest in learning and respect for others. Children also learned about teamwork and helping others.

Over the last three years, adidas has supported 12 Early Childcare Development Centers in Shaanxi Province, including a mobile education center, and the program has helped 4,898 children who regularly participate in play-based development activities. In addition, 138 teachers and 821 parents and health workers have participated in training programs established by adidas.

As part of this year's event, 25 adidas employee and consumer volunteers travelled on a round-trip of more than 5,200 kilometres to aid in rural child development. adidas unveiled the new Chanjiayan Central Kindergarten playground to students, teachers and parents. Following the unveiling ceremony, volunteers spent the day playing with kids, storytelling and met with the parents and teachers.

### **History of adidas Right to Play Child Development Program**

Announced in 2008 and in partnership with leading children's non-profit Right to Play, the adidas Right to Play Child Development program is the company's flagship charity program, targeting rural child development in Ningqiang County, Shaanxi Province. Originally established in response to the Wenchuan earthquake as a disaster relief program component, the program has evolved into a comprehensive program that features a local trainer network, policy advocacy and a critical evaluation system to measure the program's success and progress.

"adidas has a proven community investment model that benefits child development and we are thrilled that our partnership has benefitted thousands of children from Shaanxi over the years," said Wei Wei, National Director of Right to Play China.

### **adidas' CSR efforts in China**

The adidas Group in Greater China has focused its efforts in recent years on long-term child development, with the company's own employees taking the lead in providing their skills and experience to various initiatives. In September 2011, adidas launched its "Migrant Children's Program" with Dwight Howard. The program provides life skills to migrant children to increase their chances of integrating into urban communities. In addition, adidas organizes its annual adidas Run for Love programs, an event that brings together employees and their friends and families to raise money for the company's numerous charitable initiatives.

-end-

### **About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade, Rockport and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 46,000 employees and generated sales of EUR 13.3 billion in 2011.

\*\*\*

#### **Contacts:**

Sabrina Cheung  
Tel: +86-21-2525 6680  
E-mail: [Sabrina.Cheung@adidas-Group.com](mailto:Sabrina.Cheung@adidas-Group.com)

Tanya Li  
Tel: +86-10-8520 6509  
E-mail: [tanya.li@ogilvy.com](mailto:tanya.li@ogilvy.com)

Please visit our corporate website: [www.adidas-Group.com](http://www.adidas-Group.com)