PORTLAND, Ore. – December 10, 2012 – adidas today announced a partnership with one of the world's largest and most successful youth soccer clubs, Rush Soccer. As the global leader in soccer and official apparel and accessories provider of Rush, adidas will outfit service all 27 Rush Soccer clubs in the US in the latest cutting-edge soccer uniforms and gear and provide opportunities for coaches and players to develop their skills through international and national competitions and clinics.

"Our partnership with Rush Soccer provides a great opportunity for adidas to help top young athletes in the United States grow and develop their soccer skills," said Antonio Zea, director of soccer for adidas America. "We share a long-term vision with Rush Soccer to ensure our homegrown athletes have viable opportunities to play soccer at the highest level and to foster the next generation of American soccer stars."

Through the adidas partnership, Rush coaches will participate in coaching education courses at the Real Madrid Youth Academy and Rush Select teams will travel overseas to compete against the best international talent through the adidas International Travel Program. adidas will support Rush Soccer's R.E.A.C.H. program, which provides uniforms and equipment to disadvantaged youth in developing countries to develop youth soccer skills and promote health and education.

"I am very pleased to announce our formal agreement with adidas," said Jerome de Bontin, Chairman of Rush Soccer. "It really makes perfect sense to partner with the leader in the world of soccer and the company that invests so much in player development in the USA. Our priority in selecting a manufacturer was to identify a company that could provide an affordable, quality uniform delivered in a timely fashion to our player pool of 32,000 and that shared the same vision for the growth and development of soccer in North America. We are confident adidas will deliver on all fronts and is the right partner for Rush Soccer."

Founded in 2002, Rush Soccer has grown from one club in the Denver suburbs in to the largest youth soccer programs in the world with 27 clubs across 26 states in the US, more than 32,000 competitive and recreational youth players nationwide and nearly 6,000 youth soccer players internationally.

adidas is the global leader in soccer and partners with the world's greatest soccer clubs and federations including Chelsea FC, Real Madrid, AC Milan, Bayern Munich, Spain, Mexico, Argentina, Germany and Japan. adidas is an official partner of FIFA, UEFA, Major League Soccer and the Confederations of African Football. adidas sponsors world-class athletes like Leo Messi, David Beckham, David Villa, Kaka, Steven Gerrard, Xavi, Frank Lampard, Andres Guardado, Jozy Altidore, Brek Shea, Fredy Montero, Chris Pontius, Graham Zusi, Juan Agudelo and Omar Gonzalez, among others.

Rush members, please click here for a special message from adidas President Patrik Nilsson.

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(Pictured above: Rush President and CEO Tim Schulz, adidas President Patrik Nilsson and Rush Chairman Jérôme de Bontin celebrate the new partnership at adidas headquarters.)

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Media can visit http://news.adidas.com/US and http://www.rushsoccer.com/ for more information.

For the full press release, please click here.

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