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Girls on the Run Launches adidas Summer Series

Activities and workouts designed to motivate and inspire each girl's mind, body and spirit

Charlotte, N.C. – June 30, 2021 - National non-profit [Girls on the Run](https://www.girlsontherun.org) has teamed up with adidas for a summer of digital programming to keep girls healthy and active wherever they are. This three-part series features custom content that harnesses the power of sport to nurture each girl's mind, body and spirit. The adidas Summer Series will inspire girls to activate their potential, celebrate what makes them unique and find confidence in their abilities.

Content includes fun activities and engaging workout videos designed to encourage movement, spark joy and strengthen confidence in girls ages 8-13. Through August, free activities and videos will be released on <https://www.girlsontherun.org/parent-resources/> under three monthly themes – Limitless, Joy and Confidence – in keeping with the Girls on the Run mission.

“It has been a year like no other, with girls experiencing more isolation, anxiety and stress and less physical activity than ever,” shares Liz Wian, Girls on the Run vice president of partnerships and development. “The adidas Summer Series provides a meaningful opportunity for girls to find joy in movement, practice mindfulness and dream big through inspiring content. We welcome all girls – from prior program participants to those who may be hearing about Girls on the Run for the first time – to enjoy this incredible series.”

Since 2019, adidas and Girls on the Run have collaborated to build campaigns that break down barriers in sport and provide girls with the tools they need to excel on the track and off. As part of adidas' She Breaks Barriers initiative, the two brands have worked closely to develop projects that inspire, enable and support the next generation of female athletes, creators and leaders.

“adidas and Girls on the Run are teaming up to ensure that girls of all abilities and backgrounds have access to sport and its life-changing potential,” says Emily Maxey at adidas. “Our hope is that the adidas Summer Series will inspire girls across the country to find joy in movement, appreciate their strengths and boldly pursue their dreams.”

Supporting Emotional Health

Beyond physical health, Girls on the Run supports social and emotional health as well – having reached more than 2 million girls across all 50 states and Washington, D.C. since its inception. According to an independent youth development study, girls' self-confidence begins to drop by age nine, physical activity levels start to decline by age 10, and half of 10- to 13-year-old girls experience bullying and exclusion. Through life skills curriculum delivered by trained coaches, Girls on the Run counters these developmental hurdles as girls are experiencing them.

For more information about Girls on the Run and to access this free content, please visit <https://www.girlsontherun.org/parent-resources/>.

About Girls on the Run

Founded in 1996 with 13 girls, Girls on the Run, a national nonprofit organization, has now served over 2 million girls. Over the course of the program, girls in 3rd-8th grade develop essential social, emotional and physical skills to successfully navigate life experiences. The program culminates with girls positively impacting their communities through a service project and being physically and emotionally prepared to complete a celebratory 5K event. With the largest 5K series by number of events in the world, Girls on the Run hosts more than 330 5Ks per year. Girls on the Run is included as a top research-based program in a Social-Emotional Learning Guide developed by researchers at Harvard University and has been recognized by the National Afterschool Association (NAA) as one of the most influential after-school programs. Visit www.girlsontherun.org to learn how to get involved in your community.

About adidas

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.