



REEBOK PARTNERS WITH RUNNING ICON KATHRINE SWITZER

Global Fitness Brand Forms New Ties in Women’s Running; Marathon Legend Kathrine Switzer and the 261® Fearless Global Running Movement

CANTON, Mass. – April 20, 2016 – Reebok, a global leader in fitness, is pleased to announce an inspiring new partnership with running pioneer Kathrine Switzer; the first woman to enter and race in a major US marathon. Switzer is one of the sport’s most influential figures, and an inspiration to female runners around the globe.

Switzer famously took part in the 1967 marathon in Boston and was almost forcibly removed by race officials before completing the course. Her entry revolutionized the running world and Switzer went on to complete 39 marathons, winning the New York City Marathon in 1974.

“Kathrine is a true pioneer in women’s running. At Reebok, we know how beneficial running can be on the human mind and body, and Kathrine shares our commitment to inspiring positive change through fitness and exercise. We will be working very closely on exciting projects in 2016 that will empower women to achieve their fitness goals and life aspirations,” said Scott Daley, GM Reebok Running.

Switzer said: “Reebok truly understands the importance of fitness and how it transcends the physical benefits to bring strength and confidence to other aspects of life. I am really looking forward to working side by side with a global brand to help connect with and empower women across the world, and show that potential is truly limitless.”

In addition, Reebok has formed a new global partnership with [261® Fearless](#), the non-profit organization founded by Switzer in 2015. 261® Fearless empowers women through run clubs, events, training and a digital community.

“We look forward to supporting the growth and development of 261® Fearless and their aspirational and constructive digital community for women’s running. Both Reebok and 261® Fearless aim to make this forum available for women across the world to share their running achievements and the positive impact of fitness on their life,” Daley continued.

Reebok will develop a 261® Fearless product capsule range for SS17 and a donation of five per cent of net sales from the collection will be made to the non-profit.

For more information visit www.reebok.com

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About Reebok

Reebok International Ltd., headquartered in Canton, MA, USA, is a leading worldwide designer, marketer and distributor of fitness and lifestyle footwear, apparel and equipment. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied fitness heritage. Reebok develops products, technologies and programming which enables movement and is committed to accompanying people on their journey to fulfill their potential. Reebok connects with the fitness consumer wherever they are and however they choose to stay fit – whether it’s training, running, walking, dance, yoga or aerobics. Reebok Classics leverages the brand’s fitness heritage and represents the roots of the brand in the sports lifestyle market. A subsidiary of the adidas Group, Reebok operates under the multiple divisions of the Reebok brand, Reebok-CCM Hockey and the Sports Licensed Division. Reebok is the exclusive outfitter of CrossFit and the CrossFit Games, the official title sponsor of the Reebok Spartan Race; the exclusive authentic global outfitter of UFC, and exclusive apparel provider for Les Mills. For more information, visit Reebok at www.reebok.com or, for the latest news at <http://news.reebok.com/>. Or, discover Reebok at the following locations: <http://facebook.com/reebok>; <http://twitter.com/reebok>; and <http://youtube.com/reebok>