

ADIDAS CEO AND TRACE CEO AWARD PRIZES TO THE CHANGED BY SPORT CHALLENGE WINNERS!

ChangedBySport is a scheme which helps entrepreneurs and sport-related projects that have an impact on the environment, health and society organised by adidas Group | France, in partnership with the TRACE Foundation for Youth Success and DojoGroup. On June 14th, three projects were awarded in adidas | Group France's new offices.

"Through Sport, we have the power to change lives", this is the motto of adidas Group and of the 3 winning projects of the [Changed By Sport](#) challenge.

Launched in January 2017, the challenge has open its doors to 81 sport-related projects and startups. Three projects were finally designated as winners by the Grand Jury and were awarded at the "Paname", adidas Group France's new headquarters in Paris in the presence of Olivier Laouchez, co-founder, Chairman and CEO of TRACE, Kasper Rorsted, CEO of adidas and Guillaume de Monplanet, CEO of adidas Group | France.

Olivier Laouchez, CEO of TRACE declared: *"The TRACE Foundation for Youth Success has the role of accompanying project creators linked to the world of TRACE. With Adidas we have also found common values and we are very pleased to give this boost to innovative sports-related projects that can really change lives."*

THE 3 WINNING PROJECTS

Society/Human Grand Prize - Awarded by CEO of TRACE, Olivier Laouchez with journalist and Miss France 2011 Laury Thilleman:

[Sportail Community](#), was awarded in the "Society" category. The digital platform brings together all sports players (young and retired athletes, agents) and companies, to facilitate the employability of athletes.

Health Grand Prize:

[Running Care](#) was awarded in the "Health" category. Running Care is an app that brings together running and health tools and advices to running lovers.

Environment Grand Prize and Grand Prize adidas | Group France:

[Recyclerie Sportive](#), was not only awarded in the "Environment" category but as the Grand Prize as well! Recyclerie Sportive is an organization that aims to raise awareness about the recycling of sports equipment in the respect of nature.

These three winning projects will thus benefit from a special accompaniment of DOJO Group and a financial allocation to accelerate their project.

All the highlights of the Award ceremony are available on social networks via **#PositiveLeFutur**

More info about 'Changed By Sport' [here](#).

ABOUT THE TRACE FOUNDATION FOR YOUTH SUCCESS

TRACE Foundation values concrete actions, of proximity, which help young people to build a future. It makes known and valorizes projects to create examples and make youth want to engage. The foundation is involved in the analysis and engineering of projects in order to give them every chance of success. The TRACE Foundation defends the values carried out daily by TRACE through its media: Respect, Creativity, Diversity, Equal Opportunities, Innovation, Generosity, Openness and Proximity.

www.trace.company

ABOUT ADIDAS GROUP | FRANCE

adidas Group is a major actor in the global sport industry. The French subsidiary has more than 700 employees spread over the territory serving the main brands: adidas and Reebok. The mission of the company has always been to support the performance of athletes of all levels with innovative and stylish products, to inspire younger generations through its ambassadors and to support the development of sport in France. Performance - Passion - Integrity - Diversity

<http://www.adidas-group.com/en>

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