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**McDonald's Teams Up with adidas and Eric Emanuel to Drop Limited-Edition All American Games Apparel**

For the first time ever, fans can sport the same gear as the class of 2021 McDonald's All Americans

**Chicago, Ill. (April 16, 2021)** – After nearly a decade outfitting the next generation of basketball greats, the McDonald's All American Games and adidas are teaming up to unveil two new lines of Games gear – available exclusively at [adidas.com](https://adidas.com) and select adidas retailers. Fans can rep the All Americans on their own home court with classic shorts, hoodies and sweats, or be bold with Games-inspired hoodies, basketball shorts, graphic tees, and more, by New York-based sportswear designer Eric Emanuel.

Over the past four decades, the McDonald's All American Games have remained the premier high school basketball showcase featuring the nation's top 48 girls and boys players. Some of basketball's most iconic players have donned the McDonald's jersey over the years – including Candace Parker, James Harden, Anthony Edwards, Trae Young, Chiney Ogumike, and more. The Games have stood out as a historic moment on these players' journey to greatness, an honor of a lifetime brought on by heart, hustle, determination, and the desire to achieve greatness.

"The Games have meant so much to basketball fans around the country for more than 40 years – as we've watched young stars become basketball greats," said Elizabeth Campbell, Senior Director of Cultural Engagement, McDonald's USA. "During this unprecedented year, we're giving fans a new way to celebrate the Games through this exciting adidas collaboration and one-of-a-kind designs from Eric Emanuel."

"The McDonald's All American Games are the pinnacle games of high school basketball, and I have been a fan for as long as I can remember. It's an honor to help give fans a way to connect with the Games and together, with adidas, I look forward to giving them the opportunity to show McDAAG pride without ever stepping foot on the court." said Eric Emanuel.

Eric Emanuel is lending his unique take on the classic sportswear from the iconic McDonald's All American Games showcase to create the **adidas by Eric Emanuel for McDonald's All American Games**



**Collection.** The line includes bold Games-inspired hoodies in two colorways; classic basketball shorts featuring iconography from either adidas or McDonald's World Famous Fries; classic slides in a McDonald's All American Games colorway; graphic tees; reversible track suits; Forum 84 High sneakers and more.

"We are excited to work with Eric Emanuel, an incredibly talented creator, who we have admired for many seasons. And we are even more excited to present our first basketball focused collection together, in partnership with the McDonald's All American Games which brings a fresh perspective and new energy to the court," said Eric Wise, Global Basketball General Manager, adidas.

The collection will be available online at [adidas.com](https://adidas.com), [ericmanuel.com](https://ericmanuel.com) and select adidas retailers, beginning April 23, 2021. Fans in New York City can get early access to the collection by stopping by Eric Emanuel's first full-time store, beginning April 16, 2021 at 91 Greene Street, New York, NY 10012.

Additionally, get in on the action with heritage style shorts, hoodie, sweats, or a unique McDonald's All American Games colorway of the Harden Vol. 5 and Dame 7. Online retail availability for the adidas Heritage Pack for McDonald's All American Games will begin April 23, 2021 at [adidas.com](https://adidas.com) and select adidas retailers.

#### **About McDonald's USA**

McDonald's serves a variety of menu options made with quality ingredients to more than 25 million customers every day. Ninety-five percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. For more information, visit [www.mcdonalds.com](https://www.mcdonalds.com), or follow us on Twitter [@McDonalds](https://twitter.com/McDonalds) and Facebook [www.facebook.com/mcdonalds](https://www.facebook.com/mcdonalds).

#### **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.

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