



**MEDIA ADVISORY**

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**adidas Golf Invites Consumers to Complimentary Footwear Fitting and Purchase at Discounted Rate at American Century Championship**

**WHAT:** adidas Golf, one of the leading global apparel and footwear brands in the industry, will be providing consumer footwear fittings on-site at Edgewood Tahoe Golf Course Saturday, July 17 and Sunday, July 18 at the American Century Championship.

Consumers will have the opportunity to purchase golf shoes at a discounted rate including the new adiPURE and TOUR 360 4.0 golf shoes which feature advanced low profile technology. The fittings will be taking place at the adidas Golf truck – located in the parking lot.

adiPURE shoes, which carry a manufacturer's suggested retail price (MSRP) of \$249.99, will be offered for \$189. TOUR360 4.0 footwear will be available for purchase for \$149 (\$179.99 MSRP), while POWERBAND shoes will be priced at \$119 (MSRP \$139.99). Women's shoes will also be available at a discounted rate, offering the ClimaCool Slingback for \$65 (\$70.00 MSRP).

**WHEN:** **Saturday, July 17 – Sunday, July 18**  
8 a.m. – 4 p.m.

**WHO:** adidas Golf Footwear Specialists

**WHERE:** Saturday, July 17 – Sunday, July 18  
Edgewood Tahoe Golf Course  
adidas Golf truck, located in the parking lot

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