



RALEIGH, N.C. – Today, Friendship Christian School and adidas® announce a new multi-year partnership in which the Portland, Ore., based company will be the official brand of Falcon Athletics.

“Friendship Christian Athletics is excited to announce our partnership with adidas®,” said Friendship Christian Athletics Director Stephen Milton. “This is a new opportunity for all of our teams to have access to the best gear available and provide brand consistency. adidas® recognizes the growth and potential of our Falcons teams and were aggressive in pursuit of this partnership.”

With the new all-school deal, adidas® will become the official supplier of Falcon uniforms, apparel, and accessories for all of their athletic teams.

“We believe that sports have the power to change lives and we look forward to providing the Falcons’ sports programs with the newest and most innovative footwear, apparel and equipment, along with new opportunities for increased visibility,” said Dan Bowers, founder and president of Vision Sporting Goods, the local dealer managing the relationship between adidas® and Friendship Christian School. “This new partnership is a tremendous opportunity for adidas® to work closely with Friendship Christian Athletics and to help them execute their mission to guide student-athletes towards success in academics, the community and sports through participation in programming that emphasizes leadership, personal, spiritual, social and career development. At Vision Sporting Goods we are all about ‘Purpose Beyond the Game’ and Friendship Christian and Stephen [Milton] represent that. It’s a real honor to partner with them.”

Friendship Christian School offers 19 athletic teams across middle school, junior varsity and varsity levels. Falcon sports for the middle school and junior varsity include soccer, volleyball, basketball, cheer, golf, and baseball. At the varsity level, Friendship Christian School is a member of the North Carolina Independent School Athletic Association (NCISAA), offering volleyball, cross country, cheerleading, basketball, soccer, baseball, and golf.

adidas® is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to make all athletes better. adidas® is the official uniform, footwear and apparel provider for 1000s of high schools, more than 100 collegiate programs including Arizona State, Indiana, Kansas, Louisville, Miami, Mississippi State, Nebraska, North Carolina State and Texas A&M. adidas has marketing agreements with the National Basketball Association (NBA), National Football League (NFL), Major League Baseball (MLB), the National Hockey League (NHL) and Major League Soccer (MLS).