

**FOR IMMEDIATE RELEASE**

**August 14, 2023**

**adidas Announces Portland Chapter of Social Impact Accelerator, Calls for Mission Aligned Entrepreneurs Working at the Intersection of Access and Equity in Sport**

(PORTLAND, Ore.) – adidas is excited to announce the next chapter of adidas Community Lab (formerly known as Cultivate & B.L.O.O.M.), continuing its commitment to Black and Latino/a/e social entrepreneurs who are creating equitable access to sports, health, and wellness for their community. The social impact accelerator hopes to turn clear visions into impactful futures by helping to incubate ideas for progress and community change.

adidas Community Lab will partner with Impact Hub and i.e. (Industry Education) to co-create programming designed to uplift the next generation of visionaries in 2023 and support their hero journeys to create meaningful change in their community. With mentorship, weekly workshops, special meetups, pitch practice, and a variety of networking opportunities, the 2023 adidas Community Lab Cohort will join a global network of people driving change.

“We are excited to deepen connections with social entrepreneurs in Portland and continue to build an ecosystem of change that removes barriers faced by them and the communities we collectively serve, to accessing sport,” said Ayesha Martin, Senior Director adidas Purpose. “This is our second year of this program, which will continue to grow in years to come.”

The program’s inaugural cohort in 2022 helped to elevate eight entrepreneurs, all Black & Latina women, on their hero journeys to creating an impact within the health & wellness space. For the 2023 cohort, adidas Community Lab will continue to help entrepreneurs grow and turn their brilliant ideas into something that surpasses their wildest dreams.

All socially focused community leaders are encouraged to apply if they are:

- Based in Portland, Ore., or the surrounding areas
- Creating equitable access to sports for their community
- Are a Black or Latino/a/e social entrepreneur

Applications will be accepted through August 28 on <https://impacthub.net/adidas-community-lab/>. For more information on adidas Community initiatives visit [adidas.com/community](https://adidas.com/community).

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**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 59,000 people across the globe and generated sales of € 22.5 billion in 2022.

**About Impact Hub**

Impact Hub leads the charge in creating a community for impact-driven entrepreneurs. They assist with helping to build better businesses, designing impactful solutions, and reimagining the future with mentorship, events & programming, workshops, and more. They are a locally rooted but globally connected network that is committed to empowering entrepreneurs to turn their ideas into action, grow their existing businesses, and increase their community impact.

### **About Industry Education**

This year programming is further enhanced by a bespoke leadership module by i.e. i.e (Industry Education) is a startup venture enabling diverse creatives an accessible pathway to turn their dreams into meaningful professional careers through an apprenticeship network and leadership development series offered in partnership with leading corporations. i.e. founder and CEO Jessica Smith is an expert in leadership education and co-founder of adidas S.E.E.D.