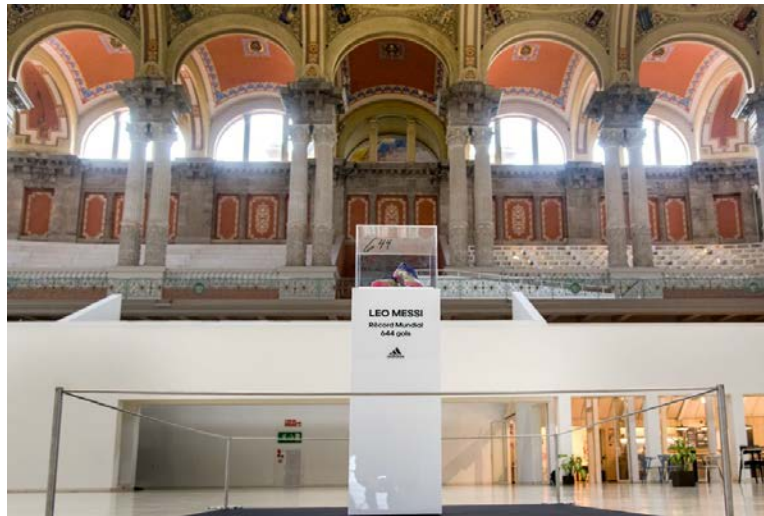




## Information

### ADIDAS AND LEO MESSI GIFT RECORD-BREAKING BOOTS TO MUSEU NACIONAL D'ART DE CATALUNYA (MNAC) IN BARCELONA



**Barcelona, 12<sup>th</sup> February 2021:** On 22nd December, Leo Messi broke a 46 year-old record by scoring the most goals for a single club - 644 (& counting). A record we will most likely not see broken. EVER.

To celebrate this major milestone, adidas created a remix of the iconic advert from 2006 -

<https://www.instagram.com/p/CJHUOMUItAq/> - with a young Leo seemingly predicting the future all those years ago.

This week, Messi's record-breaking boots have been gifted to the Museu Nacional d'Art de Catalunya (MNAC) in Barcelona, anchoring his feet in the history of the city. They will be displayed in the Sala oval of the museum for one month before being auctioned off for charity.

The Museum will dedicate the benefits to helping children with oncological diseases and their families, through the Art and Health program – a pioneering initiative that the museum has carried out since 2018 with the Hospital de la Vall d'Hebron and the Catalan Institute of Health. This program uses art as a therapeutic tool to help improve physical and emotional health.

The online auction will be held in April.



## Information

Leo Messi said: *"Reaching this historic milestone of 644 goals with the same club gives me a lot of joy, but what is really more important is being able to give something back to the kids struggling with their health. We hope the auction in April will raise a lot of awareness for this great cause."*

**- END -**

**For further media information please visit**

**<http://news.adidas.com/GLOBAL/PERFORMANCE/FOOTBALL> or contact:**

Max McLaren

Senior Global PR & Publishing Manager, adidas Football

Email: [max.mclaren@adidas.com](mailto:max.mclaren@adidas.com)

Tel: +4915116955143

### **Notes to editors:**

#### **About adidas in Football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the UEFA European Championship & the UEFA Champions League. adidas also sponsors some of the world's top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich & Juventus. adidas is also partner to some of the best athletes in the game including Leo Messi, Paul Pogba, Mohamed Salah, Paulo Dybala, Thiago Alcantara, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Isco, Dele Alli, Karim Benzema, Vivianne Miedema, Lindsey Horan & Wendie Renard.