



The letter of recognition and appreciation

Dear President and the members of the World Association of Positive and Transcultural Psychotherapy,

adidas Group stays ahead of the future. The company's purpose, to change lives through sport, motivates us to be the best version of ourselves not only in sport, but in everyday life. We believe that sport has the power to change lives. For that reason we have established the adidas Academy and designed an exclusive program that demonstrates the way sport can unite people and change lives of millions.

At adidas Academy, sport becomes a philosophy of life and gains a new meaning; it is a chance for everyone to explore new perspectives, train with colleagues, connect with like-minded individuals and join the adidas Universe! By sharing our philosophy, we help people find life balance and allow them to discover their true potential for healthy, meaningful and consistent life.

The method of Positive Psychotherapy (after N.Peseschkian, 1977) is practiced as main philosophical background for our transformational program and serves as great tool to increase the quality of people's life. Therefore we are happy to express our gratitude and recognition to you with the valuable and important work you do for the mankind. We wish you further productive and successful work and hope to maintain our collaboration.



Martin Shankland

Managing director adidas Group CIS