



**FILA'S CELEBRATES "A MOST BEAUTIFUL THING" WITH CUSTOM TENNIS 88 SNEAKER & TEE**  
*The Brand is the Film's Official Apparel & Footwear Partner*



**NEW YORK, NY - October 30, 2020** - FILA has become the official apparel and footwear partner of "A Most Beautiful Thing." Written and directed by Olympian Mary Mazzio, the documentary film chronicles the first African American high school rowing team in the United States. It is based on the memoir of Arshay Cooper, the team's captain, and a group of high school rivals from Chicago's West Side who came together to transform the community and the sport. Among the film's executive producers is Grant Hill, who is also a lifetime brand ambassador for FILA.

As part of the sponsorship, FILA has designed a custom sneaker and long-sleeve tee, with design details that pay homage to the film. The **FILA Tennis 88 x AMBT sneaker (\$110)** was crafted in all-over suede with embroidered logos, in a cream/red/blue colorway. Decorative elements include a special dual-branded FILA and AMBT logo, stars and oars, a translucent outsole, and an overall design that serves as a nod to the flag of Chicago. The **FILA x AMBT long sleeve tee (\$40)** features the dual-logo, "A Most Beautiful Thing" branding down the sleeve, and a key quote from the film on the back of the shirt.

Both items are limited-edition and available through 50 Eggs Shopify (<https://50-eggs.myshopify.com/>) with proceeds benefiting the A Most Beautiful Thing Inclusion Fund. The organization supports education, scholarship and mentorship programs to get more kids rowing on the water, focusing on non-traditional communities and communities of color where youth face barriers to participation in the sport.

Fans will have an opportunity to win the custom FILA x AMBT footwear and apparel through a @FILAUSA Instagram sweepstakes launching on October 30. FILA will also be hosting an Instagram Live conversation at 11:30am EST on October 30, where Grant Hill, Mary Mazzio and Arshay Cooper will discuss the film and its continued impact.



“We are proud to be an official partner of ‘A Most Beautiful Thing,’” said Jennifer Estabrook, President at FILA North America. “The inspirational story of Arshay Cooper and his teammates showcases how sports are the foundation for something much greater, often serving as a powerful outlet for youth and their communities. The exposure to rowing taught a group of teenagers life-long skills like fostering relationships through teamwork and resilience in the face of hardship. In celebration of the film, we will do our part to continue the dialogue around issues of race and adversity, while providing access and opportunities to young people like Arshay.”

Beginning today, “A Most Beautiful Thing” is available to stream on Amazon Prime. The film is also streaming for free on Peacock, NBCUniversal’s new streaming platform.

Follow the social conversation [@FILAUSA](#) [@amostbeautifulthing](#).

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### **About FILA**

Over the last half century, FILA has been there for iconic moments, accompanying extraordinary individuals in pursuit of sport – those who courageously challenge limits and defy expectations through a seamless combination of power and grace. From its humble textile beginnings in Biella, Italy in 1911 to its historic introduction of color on the tennis court in 1973, the brand has always taken pride in creating designs as bold and breathtaking as its wearers. With a philosophy of innovation and a commitment to performance and sophistication, FILA continues to make a statement with styles that are novel in aesthetic and effective in function. Visit [www.FILA.com](http://www.FILA.com) to see the full collection of apparel and footwear.

### **About “A Most Beautiful Thing”**

“A Most Beautiful Thing” is narrated by Academy Award and Grammy-winning artist, Common, executive-produced by NBA stars and Olympians Grant Hill and Dwyane Wade, and directed by award-winning filmmaker and Olympic rower, Mary Mazzio. The film has been reviewed in stunning terms by *The Hollywood Reporter*, *Chicago Tribune* and *Chicago Sun-Times*. Other press accolades include *The Saturday Evening Post*, *Los Angeles Times*, *PEOPLE Magazine*, *Deadspin*, *Town&Country*, *The Wall Street Journal*, *NPR’s Weekend Edition* and *NPR’s Front Row Network*, *The Washington Post*, and *Chicago Now*, calling it “one of the most important documentaries of this decade.”

The film’s director, Mary Mazzio, has pledged 50% of profits from all box office, screening and license fees, as well as merchandise, to support the A Most Beautiful Thing Inclusion Fund as well as social justice initiatives with the NAACP.

The Trailer: [www.AMostBeautifulThing.com](http://www.AMostBeautifulThing.com)