

FOR IMMEDIATE RELEASE
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WILLY ADAMES AND FREDDY PERALTA DEBUT CUSTOM CLEATS AS HISPANIC HERITAGE MONTH BEGINS

*In Collaboration with Milwaukee Film, the Cleats Will be Featured During Culture By
Design:*

A Sneaker and Streetwear Summit Taking Place on Saturday, Oct. 7

MILWAUKEE – Tonight, as the Brewers celebrate the annual Cerveceros Night, presented by Aurora Health Care®, fans will also notice an extra pop of color and curated artwork on the feet of Brewers shortstop Willy Adames and pitcher Freddy Peralta. In collaboration with *Milwaukee Film*, Adames and Peralta have worked directly with Milwaukee-based designer Brandon Johnston of S2S Creations to create cleats inspired by their Dominican roots. Both men will debut the cleats tonight as the Brewers take on the Washington Nationals at 7:10 p.m. and as Major League Baseball starts its Hispanic Heritage Month celebrations.

BROLL and SOCIAL MEDIA POST

Photo Credit: Milwaukee Brewers

Both men met directly with Johnston to talk about their life in and outside of baseball, and their “wish list” for the cleats. Johnston put together a mood board capturing what he heard and used that for inspiration to create masterpieces for each man to wear.

Peralta’s cleats feature eye-catching bright colors with a reflective silver Nike swoosh. Shades of pink and yellow represent the sunsets of the Dominican, with the baby blue and textured sandy color representing the beaches of the Dominican. For Peralta, the image of a camel has a deep meaning, representing perseverance and resilience. His cleats would not be complete without the inclusion of a camel. An additional surprise for Peralta included designs on the inserts of the cleats with one highlighting his National League Pitcher of the Month honor and the other featuring Mickey and Minnie Mouse and his children’s names.

“I am so excited to be part of this project,” said Peralta. “To see the passion I have for my Dominican heritage inspiring an artist like Brandon is really special. He did a great job capturing my love for my family and the special place the Dominican will always have in my heart.”

Adames’ cleats boast different colors and themes for each foot, both with flair and fun. His right cleat highlights the Brewers City Connect colors with the flag of the Dominican Republic on the tongue of the cleat. His left cleat is inspired by his favorite superhero, Flash. The hashtag #NoBookBag is splashed on the cleat as his

personal reminder to stay grounded and be humble. Johnston also surprised Adames with personalized inserts in the cleats, one highlighting his time on the Dominican professional team, Tigres Del Licey, and the other featuring an image of Adames recently meeting his childhood hero, Derek Jeter.

In addition to the cleats, artist Noel Alvarado created custom kicks for Brewers broadcaster Sophia Minnaert that reflect her Costa Rican heritage. The shoes feature prominent shades of orange depicting the beautiful sunsets with the Costa Rican flag featured on the tongue of the shoe.

As part of the collaboration with *Milwaukee Film*, the cleats will be on display and available for auction at the upcoming [Culture By Design: Sneakers and Streetwear Summit](#), taking place on Saturday, Oct. 7. Proceeds will benefit Brewers Community Foundation.

Culture By Design brings together a like-minded community of “sneakerheads” and streetwear aficionados for a multifaceted exhibition featuring prominent national designers, as well as pop-up exhibition spaces, immersive activations, and mixed-media displays curated by local and national brands. The event is part of the fifth annual Cultures & Communities Festival (CCF) that runs Oct. 5 – 12, 2023, in which the Milwaukee Brewers are a presenting sponsor.