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## CREATIVITY

# REFUGEE ATHLETE YUSRA MARDINI JOINS UNDER ARMOUR'S BENCH

Syrian Swimmer Has Overcome Challenges Far Greater Than the Olympics

By Ann-Christine Diaz    Published On Oct 20, 2017



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## Editor's Pick

Syrian refugee athlete Yusra Mardini now has a brand home. Today Under Armour has added the 19-year-old Olympic swimmer to its team of international athletes, celebrating her arrival in a powerful new film.

The video depicts various scenes of Mardini in training--throwing punches, breathing heavily after a hard workout, fighting against the current in a wave pool--intercut with more quiet, introspective moments of her remembering the hurdles she faced as a refugee, fleeing Damascus to find a new home. Her father had saved money to bring the family to Turkey, but once there, they had tremendous challenges. Mardini and her sister, for example, had to help haul a broken motor boat of refugees from Turkey across the sea to the Greek isle of Lesbos, after men on board had already given up. In short, the obstacles she faces now are nothing compared to what she's overcome as a refugee.

"I shouldn't be alive today," her voiceover recites. "I should have been killed by the bomb that hit the pool in Damascus. I should have drowned in the Mediterranean Sea. I should have been one of the many faces of refugees who died along the way, but I am here, alive because I kept moving. So many things tried to stop me, break me, so many times something whispered, this, now this will defeat you. But I kept moving And now when my exhaustion rises, I remember. And my strength just rises higher. It says greater thing than this have tried to stop me, and I keep moving." The film ends with the line, "Turn your pain into strength," followed by the brand's tag, "I Will."

"We are inspired by her drive and accomplishments, both as a person and as an athlete," says Chris Bate, Under Armour managing director, Europe in a statement. "The way in which she is dealing with life's challenges, both past and present, shows a tremendous amount of character."

### Credits

Date

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Brand:

**Under Armour**

Client:

**Under Armour**

Agency:

**Nordpol**

Marketing:

**Stefanie Kroll**

Marketing:

**Philipp Walter**

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**Conrad Lagemann**

Marketing:

**Karina Engeldal**

Marketing:

**Tim Duffels**

Marketing:

**Barry Schmits**

Creative Director:

Creative Director:

**Tim Schierwater**

Copywriter:

**Simon RÄsel**

Copywriter:

**Janet Champ**

Art Direction:

**Bekim Terzija**

Agency Post Production Producer:

**Noel Lent**

Account and Strategy:

**Leonard Schlenk**

Account and Strategy:

**Aylin Ä-zsÄ¼yek**

Film Production:

**Smuggler**

Executive Producer, U.S.:

**Patrick Milling Smith**

U.K. Executive Producer:

**Fergus Brown**

Production Manager:

**Adam Evans**

Director:

**Bjrn Rhmann**

Editor:

**Alexander Jurkat**

Sound Design:

**nhb studios**

Music:

**Thai Hirschson**

**Sebastian Behrendt**

Copywriter:

**David Krumwiede**

Copywriter:

**Aaron Kaplowitz**

Agency Post Production Producer:

**Maximilian Fritz**

Agency Post Production Producer:

**Jana StrÄ¼we**

Account and Strategy:

**Niklas Franke**

Account and Strategy:

**Natalie Rukuschewitz**

Service Production:

**TempoMedia**

Executive Producer, U.S.:

**Allison Kunzman**

U.K. Executive Producer:

**Trine Pillay**

Producer:

**Gunnar Meyer**

Director, Photography:

**Kolja Brandt**

Sound Design:

**Wenke Kleine-Benne**

Music:

**Gordian Gleiss**

Music:

**nhb studios**

Color Grading:

**Toby Tomkins**

Color:

**Cheat**

Post Production:

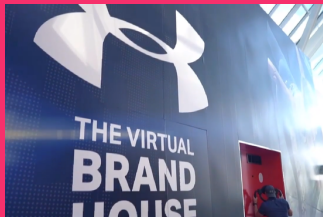
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