

## Bella Hadid apologizes for Adidas SL 72 Munich Olympics campaign.

### Description

Supermodel Bella Hadid issued an apology on Monday after facing **backlash** for her involvement in an Adidas ad campaign. The campaign, which featured Hadid promoting the re-release of Adidas' SL 72 sneaker, sparked **controversy** due to its connection to the 1972 Munich Olympics where Palestinian attackers killed 11 Israelis and a German police officer.

In response to the criticism, Hadid expressed **regret**, stating that she was unaware of the sneaker's history and would not have participated if she had known. She emphasized her disappointment with the lack of **sensitivity** in the campaign and apologized for any offense caused.

Adidas also issued an apology, clarifying that they did not intend to draw connections to the tragic events of 1972. The brand expressed regret for the **unintentional** mistake and apologized to the celebrities involved in the campaign as well as communities worldwide.

The incident highlighted the ongoing tensions surrounding the Israeli-Palestinian conflict, with Hadid reaffirming her support for the Palestinian people while **advocating** for a world free of antisemitism.

Bella Hadid, along with her sister Gigi, has faced scrutiny from Israel in the past due to their Palestinian heritage. Both sisters are renowned supermodels and have been vocal about their support for Palestinian rights in various public appearances.

### Vocabulary List:

1. **Backlash** /'bæk.læʃ/ (noun): A strong negative reaction to something.
2. **Controversy** /'kɒn.trə.vɜ:r.si/ (noun): A prolonged public disagreement or heated discussion.
3. **Regret** /rɪ'gret/ (verb): To feel sad or disappointed about something that has happened or been done.
4. **Sensitivity** /,sɛn.sɪ'tɪv.ɪ.ti/ (noun): The quality of being sensitive or responsive to the feelings of others.
5. **Unintentional** /,ʌn.ɪn'ten.ʃən.əl/ (adjective): Not done on purpose; accidental.
6. **Advocating** /'æd.və.keɪ.tɪŋ/ (verb): Publicly recommending or supporting a particular cause or policy.

### Comprehension Questions

#### Multiple Choice



1. What sparked controversy in the Adidas ad campaign involving Bella Hadid?

- Option: The re-release of the Adidas SL 72 sneaker
- Option: The promotion by Bella Hadid
- Option: The connection to the 1972 Munich Olympics
- Option: The involvement of Palestinian attackers

2. What was Bella Hadid's response to the criticism she faced?

- Option: Denial of any wrongdoing
- Option: Expression of regret and apology
- Option: Defending her actions
- Option: Ignoring the issue

3. Who else issued an apology related to the Adidas ad campaign incident?

- Option: Adidas
- Option: Nike
- Option: Puma
- Option: Reebok

4. What did Hadid advocate for in response to the incident?

- Option: Increased marketing campaigns
- Option: Greater involvement in controversies
- Option: Support for a world free of antisemitism
- Option: Promotion of competing brands

5. What caused Hadid to express regret regarding her involvement in the campaign?

- Option: Lack of payment received
- Option: Lack of knowledge about the sneaker history
- Option: Disagreement with Adidas
- Option: Pressure from her sister

6. What have Bella and Gigi Hadid been vocal about in their public appearances?

- Option: Their favorite supermodels
- Option: Their preference in fashion brands
- Option: Their support for Palestinian rights
- Option: Their diet and fitness routines

### True-False

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7. Bella Hadid knew about the history of the Adidas SL 72 sneaker before participating in the campaign.
8. Adidas intended to draw connections to the 1972 Munich Olympics in the ad campaign.
9. Bella and Gigi Hadid have remained silent about their heritage in public.
10. The incident involving Bella Hadid underscored the ongoing tensions related to the Israeli-Palestinian conflict.

### Gap-Fill

11. Bella Hadid expressed \_\_\_\_\_ for her involvement in the Adidas ad campaign.
12. Adidas clarified that they did not intend to draw connections to the tragic events of \_\_\_\_\_ in the ad campaign.
13. The incident underscored the ongoing tensions surrounding the Israeli-Palestinian conflict with Hadid advocating for a world free of \_\_\_\_\_.
14. Bella and Gigi Hadid have faced scrutiny due to their \_\_\_\_\_ heritage in the past.
15. Bella and Gigi Hadid are renowned supermodels known for their support for Palestinian \_\_\_\_\_.

### Answer

**Multiple Choice:** 1. The connection to the 1972 Munich Olympics 2. Expression of regret and apology 3. Adidas 4. Support for a world free of antisemitism 5. Lack of knowledge about the sneaker history 6. Their support for Palestinian rights

**True-False:** 7. False 8. False 9. False 10. True

**Gap-Fill:** 11. regret 12. 1972 13. antisemitism 14. Palestinian 15. rights

### Vocabulary quizzes

**Multiple Choice ( Select the Correct answer for each question. )**

1. What is the term used to describe a strong negative reaction to something?

- Option: A. Controversy
- Option: B. Regret
- Option: C. Sensitivity
- Option: D. Backlash

2. Which term refers to the ability to be maintained at a certain rate or level?

- Option: A. Upgrades
- Option: B. Sustainability
- Option: C. Advocating
- Option: D. Initiatives

3. What do businesses aim to maximize as a measure of financial success?

- Option: A. Profits
- Option: B. Allocation
- Option: C. Monarchy
- Option: D. Regret

4. Which term describes the act of publicly supporting a particular cause or policy?

- Option: A. Unintentional
- Option: B. Advocating
- Option: C. Sensitivity
- Option: D. Sustainability

5. What term is used to describe improving something to a better version or standard?

- Option: A. Sensitivity
- Option: B. Monarchy
- Option: C. Upgrade
- Option: D. Controversy

6. What is a form of government with a monarch at the head?

- Option: A. Monarchy
- Option: B. Allocation
- Option: C. Sensitivity
- Option: D. Profits

7. Which term refers to a feeling of sadness or disappointment over an occurrence?

- Option: A. Controversy
- Option: B. Regret
- Option: C. Sensitivity

Option: D. Upgrade

8. What describes an action or event that was not deliberate or planned?

Option: A. Advocating

Option: B. Unintentional

Option: C. Backlash

Option: D. Initiatives

9. Which term describes prolonged public disagreement or heated discussion?

Option: A. Sensitivity

Option: B. Initiatives

Option: C. Controversy

Option: D. Allocation

10. What term refers to being responsive to changes or stimuli?

Option: A. Advocating

Option: B. Sensitivity

Option: C. Upgrades

Option: D. Profits

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. \_\_\_\_\_ refers to the action or process of distributing something.

12. Companies often undertake new \_\_\_\_\_ to improve their products or services.

13. It is essential to \_\_\_\_\_ technology regularly to stay competitive.

14. The controversial decision received significant \_\_\_\_\_ from the public.

15. Despite his success he expressed \_\_\_\_\_ for not spending more time with his family.

16. \_\_\_\_\_ practices aim to minimize environmental impact while maintaining profitability.

17. In a \_\_\_\_\_ the ruler's position is typically hereditary.

18. The news article sparked a heated \_\_\_\_\_ among readers.

19. Businesses strive to increase their \_\_\_\_\_ through successful operations.

20. The celebrity has been \_\_\_\_\_ for animal rights for many years.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. A good leader should possess emotional to the needs of their team members.

22. The group was actively for equal rights in the community.

23. His remark was merely an slip of the tongue not meant to offend anyone.

24. It's time to our systems to meet the latest security standards.

25. The company launched several new to reduce its carbon footprint.

26. The controversial decision led to a significant public .

27. He expressed deep for not attending his friend's wedding.

28. The company saw a substantial increase in after implementing the new marketing strategy.

29. The film's plot twist sparked heated among critics and audiences alike.

30. Effective resource is crucial for project success.

## Answer

**Multiple Choice:** 1. D. Backlash 2. B. Sustainability 3. A. Profits 4. B. Advocating 5. C. Upgrade 6. A. Monarchy  
7. B. Regret 8. B. Unintentional 9. C. Controversy 10. B. Sensitivity

**Gap-Fill:** 11. Allocation 12. initiatives 13. upgrade 14. backlash 15. regret 16. Sustainability 17. monarchy  
18. controversy 19. profits 20. advocating

**Matching sentence:** 1. sensitivity 2. advocating 3. unintentional 4. upgrade 5. initiatives 6. backlash 7. regret  
8. profits 9. controversy 10. allocation

## CATEGORY

1. Entertainment - LEVEL5

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