

By: ~~Ernesto~~ Ernest News Staff, -

## [The Streets Star Mike Skinner, the New Face of Reebok](#)

*Skinner has been signed up as the new face of Reebok*

The Streets rapper follows in the footsteps of superstars 50 Cent, Jay-Z, Mis-Teeq, Jamelia and Lucy Liu in the "I Am What I Am" campaign, by becoming the new face of Reebok, the footwear giant recently bought out by Adidas. Skinner, who raps on the track Let's Push Things Forward "Let's put on our Classics and have a little dance, shall we?", will appear in a series of ads over the next 12 months. According to a Reebok spokesman, "the campaign is intended to inspire young people to find their own voice by celebrating contemporary icons". "Mike is a perfect fit for the brand because he has been a long time wearer of the Classics range and a fan of the Reebok brand. "This passion along with his unique musical style makes him an ideal ambassador for us." Mike Skinner came to prominence in 2002 with his award-winning debut album Original Pirate Material, followed by A Grand Don't Come For Free and its first single Dry Your Eyes, which went straight to number one.