



## **PRESS RELEASE**

### **PUMA supports Olympafrica to bring sports to children around the continent**

**Herzogenaurach, Germany, April 20, 2021** - Sports company PUMA and the Association of National Olympic Committees of Africa (ANOCA) will jointly support Olympafrica, a program which helps African children and young people participate in sports, by providing footwear, apparel and accessories necessary for their development.

The agreement between the President of ANOCA and IOC member, Mustapha Berraf and the CEO of PUMA Bjørn Gulden includes providing products to young sports talents from the 50 centers of the Olympafrica foundation across the African continent.

„Sport is very important for the development of children. PUMA is a big fan of the African continent and we are proud to support Olympafrica and this program,“ said Bjørn Gulden, CEO of PUMA.

Founded in 1988, Olympafrica aims to bring the Olympic spirit to developing countries and offer a large range of sports and social activities for the benefit of communities in Africa, especially its young population. Through the power of sports, Olympafrica's programs also have a positive impact on education, health, and economic and environmental sustainability.

“We are very glad that PUMA has decided to partner with us, to bring the values of sports to African children,“ said Mustapha Berraf, IOC Member and President of ANOCA. “PUMA has many

strong partnerships with teams and athletes across Africa, and it is great that we are now also a part of this.”

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**PUMA**

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PUMA is one of the world’s leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world’s fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.