

**PRESS RELEASE**

PUMA LAUNCHES #REFORM TO DRIVE SOCIAL CHANGE

ATHLETES AND ARTISTS SUPPORT CAUSES THAT MATTER MOST

**Atlanta, USA, 6 October 2018** – Global Sports Brand PUMA has launched #REFORM, a new platform that will give activists from the worlds of sports, music and entertainment support in championing causes and encouraging conversations around issues such as universal equality and criminal justice reform.

#REFORM is directly inspired by Olympian Tommie Smith, and his “Silent Gesture” that sparked global debate around the issues of civil rights and universal equality at the 1968 Mexico City Olympics.

PUMA’s belief is that to achieve faster progress, a team is essential. Therefore, PUMA has created Team#REFORM. This is a collective of individuals who believe that progress toward universal equality needs to be achieved faster. To lead Team#REFORM, PUMA has selected Captains, including rapper Meek Mill (who will focus on criminal justice reform), and WNBA All-Star Skylar Diggins-Smith (gender equality), alongside Captain Emeritus, Tommie Smith (universal equality). The brand will also be partnering with entertainment company Roc Nation to spread the message of #REFORM through live and social engagement. Future #REFORM Captains will be named in the coming months.

PUMA’s goal is to go beyond inspiration and turn intentions into actions. #REFORM Captains will work with the brand to identify beneficiaries of #REFORM tactics, including product creation, recognition grants, and #REFORM Summits, where like-minded individuals will gather to promote an agenda for change.

In recognition of Tommie Smith’s lifetime of bravery, PUMA will present him with the first #REFORM AWARD this evening at the Tommie Smith Youth Initiative Gala. The award will be accompanied by a donation to the Tommie Smith Youth Initiative Foundation. This event will mark the kick off of PUMA’s #REFORM campaign.

On October 16th, to commemorate the 50th anniversary of the Silent Gesture at the 1968 Olympics, Team#REFORM Captains will call on PUMA brand ambassadors and all likeminded individuals to join Team#REFORM and celebrate Tommie’s achievements with the #THIRDSALUTE. The #THIRDSALUTE is a social media movement in which individuals challenge others to post an image of themselves with a raised fist, and make a donation to charities pursuing universal equality, including the American Civil Liberties Union (ACLU), an organization which has worked for more than 100 years to defend and promote the liberties enshrined in the United States Constitution. All donations from the #THIRDSALUTE will be matched by PUMA, up to $100,000 through December 31, 2018.

On the 16th, PUMA will also launch the “Power Through Peace” Collection, commemorating Tommie’s Silent Gesture, and featuring graphics designed by Lance Wyman, creator of the logo of the ‘68 Olympics. All profits from the sales of this collection will be donated to charities pursuing universal equality.

Throughout 2018/19 and beyond, PUMA will be working with #Reform Captains to launch other programs that will promote actions to further the goal of universal equality.

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| **PUMA** |

PUMA is one of the world’s leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For 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 Dobotex. The company distributes its products in more than 120 countries, employs more than 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.