

**PRESS RELEASE**

PUMA launches #THIRDSALUTE social media campaign to raise money, awareness for charities promoting universal equality

**Boston, USA, 16 October 2018 –** Today, global sports company PUMA is supporting #THIRDSALUTE, a new social media movement through which it will generate funds for charities promoting universal equality and human rights. #THIRDSALUTE will be kicked off by Olympic Champion Tommie Smith and is directly inspired by his famous silent gesture at the 1968 Olympic Games, exactly 50 years ago. After he received his gold medal, Smith bowed his head and raised his fist in a silent gesture, which drew attention to human rights abuses and discrimination. Upon leaving the stadium, he faced boos from the crowd, but he stood by his statement and bravely raised his fist a second time. #THIRDSALUTE will bring together celebrities from the worlds of sports and entertainment to post a picture of themselves online, raising their fists just like Tommie Smith did.

On 16 October, 10am EST, Tommie Smith has posted his first image on Instagram, challenging people whom he respects to join him in the salute and to challenge their friends. For each picture or video posted with the hashtag #THIRDSALUTE, PUMA will donate 1 USD, up to 100,000 USD, to the American Civil Liberties Union (ACLU), an organization which has defended the rights enshrined in the US Constitution for almost 100 years. PUMA hopes that through the multiplying effect of #THIRDSALUTE a much greater amount will be raised, while firmly putting universal equality and human rights in the spotlight of public debate. For donating to the ACLU, please go to [aclu.org/pumareform](http://aclu.org/pumareform).

Several PUMA athletes and ambassadors, such as US Basketball star Skylar Diggins-Smith, and pro footballers Romelu Lukaku, Mario Balotelli and Sergio Aguero joined in and supported the #THIRDSALUTE campaign by raising their fists on Social Media.

#THIRDSALUTE is part of PUMA’s recently launched #REFORM campaign, which creates a platform for celebrities to campaign for the causes they care most about, such as universal equality, criminal justice reform and gender equality.

**Media Contact:**

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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 established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. 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.