



PRESS RELEASE

PUMA PAYS TRIBUTE TO MANCHESTER'S HISTORIC CASTLEFIELD AND BRIDGEWATER CANAL WITH THE NEW MANCHESTER CITY AWAY KIT

Herzogenaurach, Germany – August 3, 2020 - Sports company PUMA has today unveiled the new Manchester City Away kit for the 2020/21 season to be worn by the men's, women's and youth teams. The new Away jersey features a striking all-over pattern inspired by Castlefield and the Bridgewater canal, an area symbolic of Manchester's past, present and future.

Whilst Castlefield's history dates back to Roman times, it is most celebrated as the heart of Manchester's industrial past having once been the terminus of both the world's first industrial canal, the Bridgewater canal, and first inter-city railway. The area has now been transformed into one of the city's most vibrant art and music hubs, as well as home to Manchester's multi-cultural youth scene, and has flourished into a region brimming with creativity and collaboration.

"With this kit we wanted to celebrate the culture of the city. We looked for places where people come together to explore their creativity through art and music. Castlefield is rich with history and significance to the city; it truly connects with cultural youth scene and creative roots. The bridge over the canal is an iconic design, which inspired us to bring this classic structure to life through the pattern and the color palette of the new jersey. We wanted the jersey to feel special and unique to fans, and celebrate Manchester's rich culture," said David Bremond, Head of Product Line Management Teamsport Licensed.

The new Manchester City Away jersey features an all over pattern printed tone on tone, influenced by the structures and patterns of Castlefield and the Bridgewater canal in dark blue and black, with copper detailing. The new jersey echoes the Home kit with further inspiration taken from the city of Manchester and its history, as PUMA continues to craft kits through the lens of culture. The kit is completed with black shorts and dark blue socks.

The Away kit will be available from August 3rd at PUMA.com, ManCity.com and at select retailers worldwide.

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ISD: August 3, 2020, 9:00am (CEST)

PR Video: <https://youtu.be/PCHy2T9KJCo>

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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 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 more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>