



## PRESS RELEASE

### PUMA BOLDLY CELEBRATES PRIDE AND DIVERSITY



**Herzogenaurach, Germany, May 25, 2023** — Global sports company PUMA celebrates the PRIDE community with a round of initiatives and its REFORM platform, which aims to eliminate biases and ensure that everyone who wants to play can play, regardless of their gender, race, or background.

As part of its commitment to inclusivity, PUMA has released a new product line that celebrates PRIDE. The 2023 PRIDE collection showcases PUMA's support for the LGBTQ+ community and its ongoing efforts to promoting advocacy, education, and inclusivity.

Championing the aesthetics of the gay liberation movement of the 1960s, PUMA has created a special mosaic pattern with a handmade look and feel, comprising grassroots iconography and symbols. The iconic PUMA Suede is also redone with elements of the same pattern used on the laces, tongue, heel, and collar of the low-top silhouette. The resulting Downtown PRIDE pattern is used across items like the Downtown PRIDE Tee and Downtown PRIDE Shorts. Accessories are also included in the form of a Tote Bag, Multipouch, and Bucket Hat, all making use of the Downtown PRIDE pattern.

To further its commitment to advocacy and education, PUMA has partnered with The Trevor Project, the leading suicide prevention organization for LGBTQ young people. Together, we have created the #REFORMTheLockerRoom curriculum, a free online training course which

aims to promote inclusivity and educate coaches, athletic directors and other youth-facing sports leaders about the importance of respecting and celebrating diversity.

Recognizing the importance of creating a safe and inclusive environment, for the fourth time PUMA joins forces with the support association Christopher Street Day (CSD) Nürnberg e.V. Through this collaboration, PUMA aims to amplify the voices and rights of the queer community. The partnership signifies PUMA's commitment to promoting diversity and equality.

With its REFORM platform, PRIDE collection, and local partnerships with The Trevor Project and CSD Nürnberg e.V., PUMA is supporting in creating a more inclusive and accepting world for all.

PUMA's 2023 Pride collection is currently available at PUMA flagship stores, PUMA.com, and selected retailers.

The #REFORMTheLockerRoom curriculum launches on May 30<sup>th</sup>. For further information please follow the link: <https://reformthelockerroom.thetrevorproject.org>.

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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 75 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 18,300 people worldwide, and is headquartered in Herzogenaurach/Germany.

## **The Trevor Project**

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The Trevor Project is the leading organization working to end suicide among LGBTQ young people in the U.S. and beyond. The nonprofit operates several programs to help prevent and respond to the public health crisis of suicide among LGBTQ young people, including 24/7 free crisis services, innovative research, advocacy, public education, and peer support.

## **CSD Nürnberg e.V.**

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The support association CSD Nürnberg e.V. was founded to provide a home for the organization of the CSD (Christopher Street Day) in Nuremberg and enable it to operate effectively. Furthermore, in collaboration with Fliederlich e.V. and the Alliance against Homophobia and Transphobia, it advocates for the rights of the queer community in the Nuremberg metropolitan region, Bavaria, and Germany as a whole. The association consists of a chairman, the board, and its members.