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PRESS RELEASE

PUMA LAUNCH *PROJECT3*: TURNING BOSTON & LONDON MARATHON RUNNERS INTO ELITE ATHLETES

- Runners of the 2025 Boston & London Marathons will get the unique opportunity to experience life as an elite PUMA athlete and trial new race day products.
- \$3,000 cash prize to any Project3 participant who breaks their marathon PB by three minutes, and \$3,000 for the fastest male and female Project3 runners.
- Applications are open via puma-project3.com and will close Monday 27th January.

Herzogenaurach, 13 January

PUMA has launched a first of its kind global running program called “**Project3**” that will give participants of the 2025 Boston and London Marathons the opportunity to experience life as a professional athlete, trial new race day products, and the chance to bank huge performance-based cash prizes.

Project3 will allow 100 runners participating in each race the opportunity to prepare for race day in the same way PUMA’s elite athletes do, with exclusive access to the brand’s most innovative running products that will revolutionize your race day experience.

As a Project3 participant, you will receive unprecedented access to PUMA Elite Running Team coaches, elite athletes, and PUMA innovation experts who will all provide guidance on various aspects of your training cycle to ensure you arrive at race day in one mindset: to break records.

PUMA will also offer all Project3 participants the chance to walk away with an incredible cash prize of \$3,000 if they break their existing marathon PB by three minutes or more.

PUMA will also reward \$3,000 to the fastest Project3 male and female finishers of each race, as well as the the male and female runners who break their marathon PB by the biggest margin out of all Project3 runners. Should one individual secure all three prizes, they could potentially be rewarded a substantial payout of \$9,000.

To top it off, PUMA will also reward these six individuals with an all-expenses paid trip to a PUMA sponsored race in 2025, and kit them out for one year with PUMA Running product valued at up to \$5,000.

Project3: How To Apply?

Prospective candidates must meet the minimum criteria to be considered for selection including:

- Holding a valid 2025 Boston or London Marathon race bib/race entry
- Existing marathon PB of 3:10 or less

To apply visit www.puma-project3.com. Applications will close at 3pm (CET) on 27th January, 2025.

For more information, please visit: www.puma-project3.com

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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 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.