

PRESS RELEASE



# **PUMA Hoops & LaMelo Ball Join Forces with *Teenage Mutant Ninja Turtles* for a Totally Tubular Takeover**

**Somerville, MA – January 22nd, 2024** – PUMA Hoops is teaming up with everyone's favorite pizza-loving, skateboarding, crime-fighting team, the Teenage Mutant Ninja Turtles, to release a suite of reimagined basketball sneakers with PUMA athlete LaMelo Ball. Dropping throughout February, the collaboration will feature four limited-edition, collectible colorways from Ball's signature line.

The pack includes the MB.01 Baxter Stockman, a multi-colored iridescent sneaker inspired by the half-man, half-fly, mad scientist. The second limited-edition drop embodies Donatello & Raphael in a unique mismatched MB.04 design, followed by the MB.04 Leonardo & Michelangelo, with each Turtle represented through their distinct bandana colors. The final drop is a hot pink and purple MB.03 model, dedicated to alien supervillain, Krang.

The collection's MB.01 Baxter Stockman and MB.03 Lo Krang feature PUMA Hoops' signature technology. NITROFOAM found throughout the midsole offers superior responsiveness and comfort while remaining lightweight. For quick cuts and spot up jumpers, a full-coverage nonslip rubber compound provides enhanced durability and traction. And the shoe's disruptive upper construction, made with breathable monomesh, provides a supportive yet ultra-lightweight feel.

Boasting the same innovation as the MB.01 and MB.03 models, the MB.04 Donatello & Raphael and MB.04 Leonardo & Michelangelo styles come complete with a 5D printed upper – a multi-layered design that engulfs the shoe like alien

tentacles – and a custom TMNT graphic at the heel. Additional design cues are inspired by Melo’s otherworldly DNA, including his signature phrases, “1 OF 1” and “RARE” hidden throughout the shoe, a hovering spaceship stamped on the outsole, and flames at the heel.

“It’s been great bringing these designs to life. Each sneaker really is 1 of 1.” shared PUMA Hoops athlete LaMelo Ball.

The MB.01 Baxter Stockman will mark the first release of the series, dropping on Saturday, February 1st followed by the MB.04 Donatello & Raphael on February 8th, the MB.04 Leonardo & Michelangelo on February 14th, and the MB.03 Lo Krang on February 22nd. Each style will be available at Foot Locker, Kids Foot Locker, Champs, PUMA.com, and the PUMA Flagship store.

The PUMA Hoops x *TMNT* collaboration also includes an apparel collection, featuring t-shirts, shorts, a hoodie, and puffer vest.

**Media Contact:**

Katie Reed

PUMA Public Relations Manager, Basketball Global BU

Katie.reed@puma.com

**PUMA**

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