



## PRESS RELEASE

# PUMA TAKES *PROJECT3* TO THE BIG APPLE: GROUNDBREAKING RUNNING PROGRAM RETURNS FOR NEW YORK CITY MARATHON

- PUMA are bringing back the sensational *Project3* running initiative for the 2025 New York City Marathon
- 100 participants have the chance to earn \$3,000 in performance-based prizes
- Applications open via [puma-project3.com](https://puma-project3.com) from Friday 1 August and close on Wednesday 6 August

Herzogenaurach, Wednesday July 30<sup>th</sup>

PUMA has officially announced the return of its pioneering *Project3* initiative for the 2025 New York City Marathon.

A fresh cohort of marathon runners will have the unique opportunity to experience life as an elite PUMA athlete, trial PUMA's most innovative running products, gain access to PUMA coaches and athletes, with the potential to take home significant performance-based prizes on race day.

The first-of-its-kind global running program was launched earlier this year ahead of the Boston and London Marathons, coinciding with the release of the most talked about running shoe of the year, Fast-R NITRO™ Elite 3.

Over 180 participants made it across the finish line, with a sensational 69 participants smashing their previous records by 3 minutes, and 41 of those banking a total of \$132,000 in prize money. Collectively all participants shaved almost five hours off their previous personal bests, evidencing the superiority of Fast-R NITRO™ Elite 3 as the hottest race day shoe in running.

This fall, 100 new participants will be selected to gear up for the New York City Marathon like an elite PUMA athlete, with the chance to bank more performance-based prizes on race day.

### **Performance-based Prize Structure**

- Fastest male = \$3,000
- Fastest female = \$3,000
- Biggest time improvement male = \$3,000
- Biggest time improvement female = \$3,000
- PB improvement 3min or more = \$3,000

The performance-based prize structure means there is an astonishing potential individual maximum prize of \$9,000.

### **Project3: How To Apply?**

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

- Holding a valid 2025 New York City Marathon race bib/race entry
- Existing marathon PB of 3:10 or less

To apply visit [www.puma-project3.com](http://www.puma-project3.com). Applications will close Wednesday 6 August.

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