



PRESS RELEASE

FROM PUMA WITH LOVE: PUMA AND LONG-TIME PARTNER CARA DELEVINGNE RELEASE COLORFUL COLLECTION FOR PRIDE MONTH

BOSTON, MASS., Thursday, May 28, 2020 – Global sports company PUMA is spreading the message of love and unity alongside PUMA ambassador and LGBTQ+ activist Cara Delevingne with the launch of the From PUMA with Love pack to celebrate Pride Month. The 13-piece pack is made to be worn with pride, featuring vibrant colors, rainbow designs and bold graphics. 20 percent of the proceeds from the collection will be donated to The Cara Delevingne Foundation, a project of the Giving Back Fund, in support of LGBTQ+ charities including GLAAD, The Trevor Project and Mind Out.

“We are proud to team up with Cara to celebrate Pride Month through this meaningful collection that will benefit LGBTQ+ organizations across the globe,” said Adam Petrick, Global Director of Brand and Marketing at PUMA. “Cara’s active voice as a leader and a member of LGBTQ+ community made her a perfect partner to collaborate with on this pride-inspired project. It’s more important now than ever to support each other and through this collection, it reminds us that we’re always stronger together.”

The collection is inspired by Cara’s passion to show love, hope and kindness toward one another while also giving back to the LGBTQ+ community and its members.

“This collection was designed and created with so much love. I was really looking forward to wearing it at this year’s Pride celebrations that I was planning to attend but, given the circumstances, I can’t wait to wear it and celebrate Pride month from my home via Zoom and

FaceTime,” said Cara Delevingne. “Through my foundation, I am looking forward to making donations to LGBTQ+ organizations around the world who are making such a difference every single day. The LGBTQ+ community deserves to be celebrated and I’m so grateful PUMA partnered with me to create such a prideful collection.”

Throughout June, Cara will celebrate Pride by engaging with fans through several exciting giveaways, surprise digital hangouts and social media activations, which includes teaming up with PUMA, the first brand account to be featured, in TikTok’s #OneCommunity Live programming for a Pride discussion on June 3rd. To learn more, fans can follow @PUMA and @caradelevingne on Instagram for the latest From PUMA with Love updates in June.

The From PUMA with Love styles include colorful graphic tees and hoodies, Leadcat Slide, Pride waistbag and more retailing from \$20 - \$45. The From PUMA with Love pack releases June 1 on Puma.com. The Leadcat Slide will be available starting June 28.

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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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.