

PRESS RELEASE



Sports company PUMA celebrates Pride Month with events, a collection and by raising awareness

Herzogenaurach, Germany, May 31, 2021 - Sports company PUMA will celebrate this year's Pride season by hosting events, releasing a capsule collection and raising awareness of LGBTQ+ issues, as part of its continued support for the LGBTQ+ community.

To signal the company's long-established policy of welcoming people of all sexual orientations, gender identities and expressions, the front of PUMA's headquarters in Herzogenaurach, Germany will light up in rainbow colors during all of June. Diversity and inclusion are a core part of PUMA's culture and the company encourages all of its employees to be their authentic self.

PUMA has also created the Forever Free Pride Collection with model and LGBTQ+ activist Cara Delevingne. This is Cara's most personal and introspective collection, inspired by the idea that in order to exist to one's fullest potential, we must express and show all the parts that make us unique. PUMA will donate 20% of the proceeds to the Cara Delevingne Foundation, a project of the Giving Back Fund, which supports LGBTQ+ organizations around the world.

As part of its #REFORM program, PUMA works with several LGBTQ+ charities. These partnerships include the Trevor Project, which focuses on mental health crisis and suicide prevention for LGBTQ+ youth, UK-based charity Football v. Homophobia and BAGLY, the oldest youth-led LGBTQ+ charity in the United States, just to name a few.

In Germany, PUMA will make its headquarters available to record DJ sets, which will be streamed for virtual Pride events in Nuremberg and Erlangen in cooperation with CSD Nuremberg.

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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.