

PRESS RELEASE



PUMA SIGNS WNBA SUPERSTAR BREANNA STEWART TO GROUNDBREAKING DEAL

PUMA and Breanna Stewart make history; partnership to include signature shoe

BOSTON, MASS., May 12, 2021 — Global sports company PUMA has signed a long-term, groundbreaking partnership with WNBA MVP and Champion Breanna Stewart “Stewie.” The superstar athlete will serve as a brand ambassador both on and off the court, and will play a vital role in helping grow PUMA’s business, by collaborating and creating products including a signature shoe.

“I am proud to join the PUMA family,” said Breanna Stewart. “We share a vision to grow the sport and welcome everyone - specifically women and girls - globally. The genuine investment PUMA has shown to collaborate with and activate around women, including the commitment to a signature performance shoe, is something that I hope serves to raise the expectations and standards of the generations of basketball players who follow me.”

Stewart has set a new standard throughout her career, including being the only player of any gender to win four consecutive NCAA Championships and a four-time Most Outstanding Player during her time at the University of Connecticut, being the first overall pick in the 2016 WNBA Draft, celebrating a gold medal in the 2016 Summer Olympics and capping off last year’s WNBA season with her second Championship and Finals MVP.

Beyond the court, Stewart is known for advocacy work around equality and social justice, standing up for Black Lives Matter and the LGBTQ community. She also has embraced the opportunity to lend her support and give back to the community by investing in basketball development programs and donating to great organizations like the Black Future Lab.

“We are thrilled to welcome Breanna Stewart into our PUMA family,” said Adam Petrick, Global Director of Brand and Marketing for PUMA. “She embodies what it means to be a PUMA athlete with her on-court determination to her off-court activism for equality in all forms. We are excited to work together in many ways to not only be an advocate in the community but to also help grow the sport for women everywhere.”

Stewart also will be part of PUMA’s newest women’s platform “She Moves Us,” which celebrates women who move culture and sports forward and inspire other women around the world.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. www.about.puma.com