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MEDIA ALERT



PUMA & MANCHESTER CITY TAKE OVER NEW YORK CITY WITH AMAZING THIRD KIT REVEAL EVENT

Herzogenaurach, Germany, 25th July, 2024 — Global sports company PUMA and Manchester City took over New York City today with an incredible pop up 'Block Party' event on 49th Street and 5th Avenue. The event was hosted as part of Manchester City's current pre-season tour of the USA where the special event, a collaboration between PUMA football, Manchester City and PUMA Hoops wowed crowds with special guests, brand new products and the merging of football and basketball culture to celebrate the launch of the brand-new Manchester City Third kit.

The event took place on a custom-built court where Manchester City's Jack Grealish, Pep Guardiola, Erling Haaland and Oscar Bobb enjoyed a basketball dunk show and other activities with 2x NBA Dunk Champion Mac McClung and special guests Chris Brickley, God Shammgod and Clyde Frazier. To celebrate the launch and in collaboration with PUMA Hoops, PUMA and Manchester City unveiled bespoke Manchester City basketball jerseys in the Home and Away colors that were unveiled at the event.

The event also included Jack Grealish being put through some unique basketball drills by Mac McClung and Pep Guardiola joined a special Q&A for guests in attendance with God Shammgod, Chris Brickley and PUMA Icon and basketball legend Clyde Frazier. Not only that there were interactive fan experiences by Etihad Airways and Experience Abu Dhabi as part of the unique fan event.

The next part of the Manchester City pre-season tour will see City take on fellow PUMA Club AC Milan at Yankee Stadium on Saturday 27th July where both Clubs have a special surprise for fans at the game.

The Manchester City Third kit is available from PUMA stores, PUMA.com, mancity.com/shop, and select retailers worldwide from the 26th July.

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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.