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Description automatically generatedMEDIA ALERT**

**PUMA AND CARA DELEVINGNE CLEAN UP BEACH IN HAWAII**

**Somerville, Massachusetts; September 29, 2021 –** Last week, global sports company PUMA hosted a beach cleanup in Oahu, Hawaii, following a photo shoot with PUMA ambassador and activist Cara Delevingne.

Cara and members of a local organization teamed up to clean Kahana Bay Beach. Together, Cara and the volunteers removed debris including microplastics, fishing nets, ropes and more.

“We were lucky to use this beautiful island for our photoshoot,” said Cara. “It felt natural to give back and leave the beach cleaner than we found.”

PUMA is committed to make its entire product range better by using more sustainable and innovative materials across all of its products. The company has set itself ambitious targets, the 10FOR25, to constantly improve its sustainability performance in all areas including climate action, circularity and plastic and oceans.

During the beach cleanup, Cara showed off pieces from her **Exhale collection**, created in partnership with PUMA. The Exhale collection uses eco-conscious materials, such as at least 70% recycle polyester, and by fully offsetting any unavoidable emissions. The collection is available now on [PUMA.com](https://us.puma.com/us/en/puma/exhale-womens-yoga-collection), PUMA stores, and retailers worldwide.

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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. <https://about.puma.com/>