



## PRESS RELEASE

### PUMA AND PEANUTS BRING AN EXCITING NEW COLLECTION TO LIFE

Herzogenaurach, Germany; January 13<sup>th</sup>, 2021 — Sports company PUMA teams up with Peanuts for a new line of footwear, apparel, and accessories for adults and kids featuring Charles M. Schulz's classic characters. The two iconic brands come together to create a fun collection revolving around sport and the Peanuts gang.

Charles M. Schulz first introduced the world to the Peanuts characters in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. After 70 years and nearly 18,000 comic strips, the Peanuts gang remains a staple in pop culture and still has hearts captured around the globe. Much like Snoopy himself, the **PUMA X PEANUTS** collaboration is full of character and imagination. It brings with it a sense of nostalgia that could only be achieved by the Peanuts gang.

Classic PUMA styles are adorned with members of the Peanuts gang and scenes from basketball for the adult items in this collection. Charlie Brown, Snoopy, and Woodstock make an appearance on most styles, while Lucy, Linus, and Sally also appear on items like the **Women's Crew Neck** and **Women's** and **Men's Tees**. The clothing in the collection offers comfy, classic PUMA styles for both men and women in a range of tees, hoodies, and sweatpants. The footwear includes the **Future Rider** and a basketball classic, the **Ralph Sampson**. Rounding out the adult items in the range are beanies and a backpack.

The kid's Peanuts collection encompasses the characters playing a wider range of sports, including baseball, soccer and more. In a variety of items for girls and boys, the collection includes items such as hats, backpacks, and classic T7 track suits. Key footwear like the **Mirage Mox** and **Ralph Sampson** are available in Junior, Preschool, and Infant sizing.

The **PUMA x Peanuts** collection drops on PUMA.com, PUMA stores and select retailers on January 15<sup>th</sup>.

**Media Contact:**

Alberto Turincio, Sportstyle PR Global – [alberto.turincio@puma.com](mailto:alberto.turincio@puma.com)

Liz Smith, Sportstyle PR Global – [liz.smith@puma.com](mailto:liz.smith@puma.com)

**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](http://www.about.puma.com)

**PEANUTS**

The characters of Peanuts and related intellectual property are owned by Peanuts Worldwide, which is 41% owned by WildBrain Ltd., 39% owned by Sony Music Entertainment (Japan) Inc., and 20% owned by the family of Charles M. Schulz, who first introduced the world to Peanuts in 1950, when the comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the Peanuts gang have made an indelible mark on popular culture. In addition to enjoying beloved Peanuts shows and specials on Apple TV+, fans of all ages celebrate the Peanuts brand worldwide through thousands of consumer products, as well as amusement park attractions, cultural events, social media, and comic strips available in all formats, from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students.