

PRESS RELEASE



LONG DISTANCE RUNNER MOLLY SEIDEL TALKS “SHE MOVES US”: “NOTHING IN THE WORLD FEELS LIKE RUNNING”

PUMA Running Athlete Molly Seidel talks about her passion for running and how she wants to inspire young women for PUMA’s “She Moves Us” platform

Herzogenaurach, Germany, April 13th, 2022 – Running Athlete Molly Seidel frankly spoke about the sacrifices and challenges of being a female elite runner in a “She Moves Us” video conversation for Sports company PUMA: “I’ve had to challenge male standards in my sport in the sense that there are very certain ideas about body image that have been prevalent in running for a long time, in a male dominated sport. And I think as American female distance running takes over, we’ve shown that you don’t have to be any one kind of body type to succeed. That you can have success being whoever you are.”

The Olympic Bronze Medalist, who will again compete at the upcoming Boston Marathon, wants to empower girls and young women to embark into a career in running: “I want young women to know that you can work hard and enjoy yourself. There have been certain ideas of what it takes to be successful in this sport, and I think sometimes people equate that with you have to be serious, you have to be straight-faced. And I want to challenge that and say that I think to win you should be enjoying the hell out of what you do.”

“She Moves Us” wants to empower girls and young women through sharing stories and joint efforts to impact their rights globally. It is inspired by global pop-star and PUMA Ambassador Dua Lipa who said: “Sharing stories of success is all part of changing the narrative, especially in fields like sports and entertainment that have tended to amplify the

accomplishments of men. Women are already nailing it across the board and celebrating their achievements is exciting and empowering. It also encourages those rising up to aim for the stars.”

PUMA has an inclusive product offering to cater for women and girls in sport: underwear and activewear, modest sportswear, a maternity offering and performance specific products exclusively engineered for women. PUMA supports all athletes to perform at the highest level and works with organizations and partners committed to remove barriers in sports.

For the full Molly Seidel “She Moves Us” video interview, please click [HERE](#).

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