



PRESS RELEASE

LONDON ROARS AS PUMA *PROJECT3* RUNNERS SMASH ALMOST 3 HOURS OFF THEIR RECORDS AND WIN MORE THAN £58,000 IN PRIZE MONEY

- A total of 90 Project3 participants from nine countries competed in the London Marathon; 39 beat previous marathon records wearing Fast-R NITRO™ Elite 3
- Lucy Jones (2:30:23) and Kevin Salvano (2:13:03) record quickest times, with Lucy Jones also registering biggest time improvement (22:31)
- In total, PUMA will reward £58,500 (\$78,000) in performance-based cash prizes

London, 27 April

Off the back of the blistering success at the Boston Marathon, PUMA's *Project3* participants continued to make waves in running as they shaved a combined 2hours, 51minutes and 19seconds off their personal best times at the 2025 London Marathon.

A total of 90 runners from nine countries raced across the capital wearing the newly launched Fast-R NITRO™ Elite 3, producing staggering results in the process.

39 runners set a new PB with 23 smashing their records by over three minutes, making them eligible for the astonishing £2,250 (\$3,000) cash prize. In total, PUMA will pay out £58,500 (\$78,000) to Project3 runners – that's more than is awarded to the winners of the men's and women's elite races.

It was a day to remember for Lucy Jones who finished first in the mass participation field, recording a time of 2:30:23, whilst knocking a mindblowing 22minutes and 31seconds off her previous marathon record. This result means she will take home a total prize of £6,750 (\$9,000) as the fastest *Project3* female, breaking her previous record by more than 3minutes and being the Project3 runner with the biggest time improvement.

The fastest male runner, Kevin Salvano completed the course in 2:13:03, finishing 18th overall.

Commenting on her performance, Lucy said: “I went off at 2:33 pace, found a nice rhythm and got to the halfway point feeling alright; then when I got to 20miles feeling good, so I said right let’s close it. I’m so happy with the new PB. I wasn’t running competitively last year, was a bit naïve and went out too hard, which wasn’t as fun. I knew if I ran smarter I could take some time off my PB but I really didn’t expect that at all. The shoes (Fast-R NITRO™ Elite 3) were unbelievably quick, they suit me really well.”

In January, PUMA launched Project3; a first of its kind global running program that offered participants of the 2025 Boston and London Marathons the opportunity to experience life as a professional athlete and trial the Fast-R NITRO™ Elite 3, with the chance to bank huge performance-based cash prizes.

The program forms part of PUMA’s brand elevation strategy to strengthen its presence globally and celebrate the latest brand campaign, “Go Wild”.

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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 75 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 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.