



## PRESS RELEASE

# George Russell Visits PUMA's London Flagship Store

**Herzogenaurach, 7 July 2023** – Global Sports Company PUMA welcomed Mercedes-AMG PETRONAS Formula One Team driver and PUMA ambassador George Russell to their flagship London store on Carnaby Street on Wednesday, 5<sup>th</sup> July, ahead of the highly anticipated British Grand Prix this weekend.

The exclusive activation thrilled fans as 15 lucky competition winners had the opportunity to meet George in person, engage in a Q&A session moderated by Lissie Mackintosh, and even challenge him to an adrenaline-fueled head-to-head race on EA Games F1 2023, where one lucky winner had the opportunity to go head-to-head with George Russell on the famous Silverstone Grand Prix circuit.

Selected through an online competition via PUMA.com, the winners eagerly awaited the chance to meet their racing idol. PUMA provided a unique experience for the winners, who got to spend quality time with George Russell, gaining insights into his life as a professional Formula One driver and discussing his racing career, the challenges of Formula One, as well as his journey as a PUMA ambassador.

Throughout the day, PUMA's flagship London store also featured exclusive displays of George's current race helmet, suit, race boots, and gloves, showcasing the equipment he is using for the ongoing Formula 1 season. Additionally, the store's four storefront windows were dedicated to Mercedes-AMG Petronas Formula One Team and George Russell merchandise, offering fans the chance to get closer to their favorite driver and team.

George Russell while reflecting on his relationship with PUMA, says: "I've been wearing PUMA for as long as I can remember but being an ambassador for over a year, it has become a special partnership to me while witnessing how the company continues to evolve and grow. I see a really bright future continuing for PUMA in Formula One, in Motorsport, in sports generally, and I'm really excited to be on that journey."

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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.