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SOCIAL JUSTICE ADVOCATE AND MUSICIAN DEON JONES PARTNERS WITH PUMA TO LAUNCH NEW DIGITAL SERIES 'IS ANYONE LISTENING?'

Deon Jones to conduct powerful conversations with leaders, artists, creators, activists and more

Somerville, Massachusetts; December 28, 2021 — Social justice advocate and singer, Deon Jones announces a new digital series with global sports company PUMA. Deon will host PUMA's digital series 'Is Anyone Listening?', featuring conversations with artists, activists and today's leaders. The series will include subjects that are culturally important and made to inspire and enhance humanity, while building on PUMA's #REFORM platform, which supports universal equality.

Deon joined forces with PUMA through his long-standing relationship with 1968 Olympic Gold Medalist and human rights icon Dr. Tommie Smith, who has been a part of the PUMA family for more than 50 years. The title of the series, 'Is Anyone Listening?', and discussions are inspired by Tommie Smith and his stance on equality and justice for all.

"Over the years, I have had many meaningful conversations with Dr. Smith, conceptual artist Glenn Kaino, and many people from PUMA about the role we all play and the responsibility of using our platform to push conversations forward that inspire meaningful change," said Deon Jones. "From these conversations, I knew we had a special voice that could make an impact with PUMA consumers that transcends beyond apparel and shoes."

Deon will lend his voice and have an open dialogue with other artists and impact leaders about social activism, culture, and inspiring change. The series – launching in 2022 on PUMA.com and on PUMA's YouTube page – will release several different episodes throughout year and will feature image architect and Creative Director of PUMA's Women's Hoops June Ambrose, activist Tamika Mallory, artists Glenn Kaino, Sybrina Fulton and others.

"I want my work with PUMA to always inspire and be meaningful. To have the opportunity to do this with the full backing of my PUMA family means a lot," said Deon Jones. "I want these conversations to make all of us better."

"Deon is an impactful young talent at the intersection of music, art, culture and advocacy," said Adam Petrick, Global Director of Brand and Marketing at PUMA. "Having the opportunity to work



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with him and be a leader in these conversations is special and is what we strive to do with our #REFORM platform”.

In addition to the digital series, PUMA will continue to support and Deon’s impact efforts within the community.

“I’m a firm believer in legendary singer Nina Simone’s teaching that ‘the role of the artist is to reflect the times’,” said Deon Jones. “And, in this time, it’s important to me that my platform and voice is rooted in contributions that challenge and move us forward, and PUMA has been ahead of the curve for many years in that effort.”

The first episode of “Is Anyone Listening?” will air in January with June Ambrose, who will talk about women in sports, making an impact in a male dominated industry and more.

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 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>