



## PRODUCT BRIEF

Dissemination Date: 23<sup>rd</sup> July, 2021



### **PUMA & BORUSSIA DORTMUND PRESENT NEW AWAY JERSEY TO THE KIDS OF NORDSTADTLIGA IN SPECIAL SURPRISE**

**Herzogenaurach, Germany – July 23, 2021** – Global sports company PUMA has today unveiled the new Borussia Dortmund Away kit for the 2021/22 season. The slick black jersey features continuous lateral chevron graphics in steel grey with black shorts and socks.

In a special surprise, PUMA and the BVB Foundation “leuchte auf” (light up) presented the new away jersey to the children of Nordstadtliga in Dortmund as part of their social commitment initiative.

The Nordstadtliga are a street football program in the north of Dortmund that supports children and young people of different ethnic, religious and cultural backgrounds and integrates them into social structures through sports. The members of the Nordstadtliga received the new BVB jersey and PUMA product in a special presentation as part of the year-round street football league.

The new Borussia Dortmund Away jersey combines 100% recycled polyester with advanced PUMA dryCELL thermoregulation technology to ensure uncompromising fit and mobility, keeping the athletes dry and comfortable. The jersey integrates an ultra-light jacquard structure into the back of the jersey to enhance breathability during intense performance.

The new Borussia Dortmund Away kit is available from July 23 at PUMA.com, PUMA stores, BVB fan stores, BVB’s online store and at select retailers worldwide.

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**EMBARGO: July 23<sup>rd</sup>, 2021, 09:00am CEST**

**ISD: July 23<sup>rd</sup>, 2021, 09:00am CEST**

**IMAGERY:**

[BVB Away Kit Player Images](#)

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**PUMA**

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