

MEDIA ALERT



PUMA AND KEVIN PRINCE BOATENG PRESENT SPECIAL BLACK LIVES MATTER ULTRA FOOTBALL BOOTS

Sports company PUMA has collaborated with PUMA athlete Kevin Prince Boateng to produce a special pair of 'Black Lives Matter' ULTRA football boots as part of the PUMA #REFORM initiative.

The #REFORM initiative was established in October 2018 to commemorate the 50th anniversary of track-and-field athlete Tommie Smith's silent gesture. It was born of a desire to come together to take a stand for universal equality.

Grounded in three core pillars—ending racial, LGBTQ+, and gender discrimination— #REFORM drives and advocates for social change. By partnering with communities, like-minded activists, and organizations around the world, PUMA can take action to make a difference, together.

Kevin Prince Boateng has continued to push for equality and change following his own experiences of racism on and off the pitch. Kevin reached out to PUMA to collaborate on this special boot and to discuss ways to help drive social change in football and society.

To learn more about #REFORM please visit - <https://us.puma.com/en/us/reform>

PR Images: <https://fastcat.puma.com/transfer/bd4f500af864e64e62bbddb3c263c9966ea7c5ee139cf52628e9e9c347e48de>

Media Contact:

Luke Haidarovic – Senior Manager PR Teamsports – luke.haidarovic@puma.com

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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>