



## **MEDIA ALERT**

### **PUMA AND MANCHESTER CITY HOST A 'DESIGN A KIT COMPETITION' TO GIVE YOUNG FANS THE OPPORTUNITY TO WIN AMAZING PRIZES DURING LOCKDOWN**

**CONCEPT:** Global sports brand PUMA has collaborated with Manchester City to host a special 'Design a Kit' competition during the COVID – 19 lockdown period to give young fans a boost during lockdown and give them the opportunity to win some incredible prizes. The competition garnered over 1000 entries from all over the world, with four finalists being selected. Sergio Agüero announced the lucky winner; 9-year-old Lucy Beth from Dublin who received a Sergio Agüero signed picture of her design and a replica version of her jersey. Manchester City also gave fans the opportunity to win Lucy's jersey through their 'Cityzens' platform – giving all fans the opportunity to win one of a few exclusive shirts.

## **PUMA**

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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/>