



MEDIA ALERT

SCRAM! THE PUMA AND KID SUPER CARTOON YOU WON'T WANT TO MISS

Herzogenaurach, Germany; October 28th, 2020 – Global sports brand PUMA and creative artist collective KidSuper Studios have recently launched a streetwear collaboration inspired by PUMA's football heritage and Colm's love for the game. To support the release, both brands have partnered to create an animated series called 'SCRAM!', which highlights all of the different styles from the collection.

'SCRAM!' will drop in a 30-minute uninterrupted pilot on October 28th on KidSuper's [YouTube](https://www.youtube.com/channel/UCGy9NJO0giM) page. Featuring Usain Bolt, Héctor Bellerín, Jessie Reyez, Meechy Darko, Lolo Zouai, West Side Gun, and Lil Tecca, the series tells the story of three New York City kids in their adventures through the city. Their lives change when they explore a secret laboratory below their neighborhood bodega; the kids are unknowingly exposed to superpowers, which they will need to figure out how to use.

To watch the pilot episode visit:

<https://youtu.be/Gyf9NJO0giM>

<iframe width="560" height="315" src="https://www.youtube.com/embed/Gyf9NJO0giM" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

KidSuper Studios is a creative artist collective in Brooklyn, New York. Founded by designer Colm Dillane, this circle of creators transforms streetwear and accessories with fresh takes on style, art, music, and sport – all from their studio in NYC.

The **PUMA x KidSuper Collection** is available on PUMA.com, select PUMA stores and retailers worldwide.

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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/>