



## **STARTING OUT GREEN: PUMA DEBUTS ECO-FRIENDLY YOUTH LINE TIME4CHANGE**

**Herzogenaurach, Germany, January 30, 2020** – Sports brand PUMA believes it's never too soon to begin thinking sustainably -- that's the idea behind the new kids' collection **TIME4CHANGE**.

Made using organic cotton materials, **TIME4CHANGE** aims to raise awareness about the dangers of a warming climate. Featuring soft, neutral color schemes and trendy silhouettes, it's a natural look for a new climate-conscious generation. **TIME4CHANGE** is a clothing collection that is comfortable enough to save the world in, or just hang around on the playground.

In terms of apparel, the unisex **T4C Crew** shows off rubber-printed graphics with a warning message about the health of our planet. A similar text is emblazoned on the **T4C Hoody**, with the addition of a vertical striped pattern. On the shoe side, the **Basket Canvas T4C** sneaker is available for every age group in three bold colors: blue, grey and pink.

Start out green with the **TIME4CHANGE** collection, dropping on PUMA.com, at PUMA stores and selected retailers on February 1.

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### **MEDIA CONTACT**

Nina Versfeld – Sportstyle PR GLOBAL – PUMA – [nina.versfeld@puma.com](mailto:nina.versfeld@puma.com)

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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 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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>