

## MEDIA ALERT



### **PUMA TO HOST LIVE WORKOUT WITH PAMELA REIF AND ALVIN DAVIE ON INSTAGRAM THIS WEDNESDAY, APRIL 29<sup>th</sup>**

A dual workout to keep the body and mind active while at home

**WHAT:** Global sports brand PUMA will spice up your home workouts thanks to its #StrongerTogether LIVE Instagram series. This Wednesday, PUMA's trainers Pamela Reif and Alvin Davie will be hosting a LIVE 30-minute workout session on PUMA's account. They both are featured on PUMATRAC, PUMA's free workout app, which offers a bespoke workout experience which can be enjoyed anywhere. Be sure to follow [@puma](#), [@pamelareif](#) and [@alvindavie](#), activate the notifications for any updates, and be ready to smile while you sweat.

**WHO:** Pamela Reif and Alvin Davie

- **Pamela Reif:** PUMA trainer, and one of Germany's most famous health and fitness influencers
- **Alvin Davie:** PUMA trainer, fitness expert and creator of Plyo-Boxing

**WHEN:** Wednesday, April 29<sup>th</sup>, 2020 - 9am PDT / 12pm EDT / 5pm BST / 6pm CEST

**WHERE:** Follow [@PUMA](#) on Instagram to join and train from home.

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**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/>