



PRESS RELEASE

Kids of PUMA employees star in “Back to School” campaign

Herzogenaurach, Germany, August 1, 2020 - Sports company PUMA has given the children of its employees a starring role in the video for the new “Back to School” campaign for its Accessories business, to promote the company’s latest backpack styles.

As the COVID-19 pandemic has made professional studio shoots very difficult, PUMA asked employees around the world to send in home-made videos, showing their children with the new backpacks. The result is an upbeat video, which captures the joy of the first day back at school.

“When COVID-19 hit in March, we had to think outside the box,” said Daniela Molin, General Manager of PUMA’s Accessories business unit. “As many families were looking for activities to do with their children during lockdown, the project was quite fun for both parents and kids.”

PUMA’s highly practical AW20 backpacks come in striking color combinations and with bold logos. The PUMA Phase backpack has a two-way zip opening for the main compartment, a zip opening for the front pocket and a convenient mesh side pocket.

The cool PUMA Academy backpack has more features, such two mesh pockets on the sides, and an elastic lining compartment inside the main compartment. Both backpacks have adjustable and padded shoulder straps, with a reflective PUMA Cat-branded loop.

The video will make its debut on social media, on PUMA.com and in PUMA stores around the world on August 1.

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 13,000 people worldwide, and is headquartered in Herzogenaurach/Germany.