



## PRESS RELEASE

# PUMA HOOPS AND LAMELO BALL JOIN FORCES TO MAKE AN IMPACT IN THE FIGHT AGAINST BREAST CANCER



**Somerville, Massachusetts – September 29th, 2023** - PUMA Hoops, the global sports brand, and NBA Star LaMelo Ball are proud to raise breast cancer awareness during the month of October. This significant collaboration sees PUMA Hoops joining forces with Susan G. Komen®, the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever through research and advocacy.

Together, PUMA Hoops and LaMelo Ball are determined to play a pivotal role in raising awareness and contributing to the cause. Throughout October, they are launching a special campaign aimed at making a difference in the lives of those affected by breast cancer.

PUMA Hoops and LaMelo Ball are introducing the MB.01 BCA shoe, the latest release in Melo's "Rare Reserve" line. This exclusive edition of Melo's signature shoe is styled for breast cancer awareness. An all-pink colorway takes the MB.01's silhouette to another level with innovative PUMA tech like NITROFOAM™ that'll help your game speak for itself. Embroidered on the tongue silhouette is a delicate pastel ribbon, a symbolic testament of compassion and the commitment to research and awareness surrounding Breast Cancer.

As part of this MB.01 drop, set to launch on September 29<sup>th</sup>, 2023, PUMA Hoops will donate Twenty Thousand U.S. Dollars (\$20,000) to Susan G. Komen®. The MB.01 has become a symbol of LaMelo's commitment to both style and substance on and off the court, making it the perfect platform for this initiative.

Join PUMA Hoops and LaMelo Ball this October in making a meaningful impact in the fight against breast cancer. MB.01 BCA, wear your heart on your sleeve and your awareness on your feet.

The PUMA MB.01 BCA shoe will retail for \$140 and will be available at PUMA.com, the PUMA mobile app, the PUMA NYC Flagship store and at Foot Locker and Kids Foot Locker.

**Media Contact:**

Katie Reed

PUMA Public Relations Manager, Basketball Global BU

Katie.reed@puma.com

**PUMA**

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 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 about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

**About Susan G. Komen®**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](https://www.komen.org) or call 1-877 GO KOMEN. Connect with us on social at [www.komen.org/contact-us/follow-us/](https://www.komen.org/contact-us/follow-us/).