



## PRODUCT BRIEF

June 16, 2021



### **MAKE HISTORY NOW: PUMA X BLACK FIVES LIMITED-EDITION SUEDE TO RELEASE JUNE 18**

***BLACK FIVES FOUNDATION'S NEW ONLINE MUSEUM PRESENTED BY PUMA  
NOW LIVE WITH MORE THAN 1,000 HISTORICAL ARTIFACTS***

**Boston, Mass. – June 16, 2021** – Global sports company PUMA will be launching the next PUMA x Black Fives release in its ongoing partnership with the Black Fives Foundation, featuring a limited-edition classic PUMA Suede, while officially kicking off the launch of the *Black Fives Online Museum presented by PUMA*. The Foundation is a 501(c)(3) nonprofit whose mission is to research, preserve, showcase, teach and honor the pre-NBA history of African Americans in basketball.

*The Black Fives Online Museum presented by PUMA* is a free, multi-use, virtual platform that reveals the Foundation's archives of nearly 1,000 historical artifacts, as well as related content from the Black Fives Era of basketball. Visitors can see, learn, and be inspired by the stories of pioneering African American teams, players, contributors and related historically important items such as vintage images, objects, ephemera, memorabilia and more. Check out the new museum by visiting <https://www.blackfives.org/museum/>.

This PUMA x Black Fives release consists of a classic lo-top Suede silhouette that pays homage to its timeless style while amplifying the history of the Black Fives Era through thoughtful retro-inspired design details. The special PUMA x Black Fives Suede includes natural dyes, a confident sapphire blue suede upper with a chenille fabric Formstrip and the Foundation's trademarked slogan, "Make History Now." This release also includes two co-branded T-shirts.

This collection launches June 18 on PUMA.com, at PUMA Stores, at the Black Fives Online Fan Shop (shop.blackfives.org), and at select retailers worldwide.

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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 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany. <https://about.puma.com/>