

## PRESS RELEASE



### **PUMA signs long-term agreement with US pole vaulter KC Lightfoot**

**Herzogenaurach, Germany, April 20, 2021** - Sports company PUMA has signed a long-term agreement with US pole vaulter and collegiate (NCAA) indoor champion KC Lightfoot, one of the most promising talents in the United States.

Born in Missouri, 21-year-old KC made headlines earlier this year, when he set a new indoor NCAA record of 6.00 meters, becoming only the 6<sup>th</sup> US athlete to clear that height. He will join PUMA's strong line-up of pole vaulters, including world record holder Armand "Mondo" Duplantis and former Olympic Champion Renaud Lavillenie.

"I'm very excited to join the PUMA family in what is a very important year for my sport," said KC Lightfoot. "Together with PUMA I look forward to scaling new heights at the upcoming events."

Before becoming a professional pole vaulter, KC tried his hand at several other sports including dirt biking, baseball and even cliff and bridge jumping.

"Pole vault is perhaps one of the strongest and most exciting events in all of track and field at this time," said Pascal Rolling, Head of Sports Marketing Running at PUMA. "That is why we are very happy to welcome KC to the PUMA family and continue to make our mark on the sport."

#### **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 about 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.