



PRESS RELEASE

PUMA PARTNERS WITH WOMEN WIN TO PROMOTE GENDER EQUALITY IN SPORTS

Herzogenaurach, Germany, February 18, 2020 - Sports company PUMA has signed a long-term agreement with Women Win, an organization which empowers girls and women around the world through sports.

Through the partnership with Women Win, PUMA aims to increase the visibility of female athletes and sports role models and support initiatives that tear down obstacles to girls' and women's access to sports.

"At PUMA, we believe everyone who wants to play, should be given the opportunity to play. This is why we are proud to support Women Win and their efforts in helping girls and women exercise their right to play sports," said PUMA's Global Director of Brand and Marketing Adam Petrick. "Over the coming years, we hope to create a lasting impact for girls and young women in sport together."

Through projects supported directly by PUMA, Women Win will reach 5,000 girls and women. Furthermore, as a core funding partner, PUMA will contribute towards Women Win reaching another 1 million girls and women by the end of 2023.

It is not the first time PUMA and Women Win have worked together. In 2020, PUMA donated 100,000 euros to the organization as part of its “Forever Tied Together” campaign to support Women Win’s efforts in advancing gender equity from the bottom up.

For women and girls, sport is a powerful tool to challenge gender norms and stereotypes, to regain ownership of their bodies, to experience joy, freedom and pleasure. Giving girls and women access to sports can create opportunities for them to team up, speak out and get active –in sports and in their communities – which in turn can create more equal societies.

Women Win was started in 2006 as a global women’s fund dedicated to advancing girls’ and women’s rights through sports. Since then, their programs have impacted more than 4 million girls in 100 countries around the world.

“Women Win believes in the power of joined efforts to impact girls and women’s rights globally. It’s thanks to our partnerships that we are able to support local activist and implementing partners to drive the change needed for a future where every woman and girl exercises their rights,” said Maria Bobenrieth, Women Win’s Executive Director.

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

About Women Win

Women Win is a global multi-dimensional women’s fund guided by the vision of a future where every girl and woman exercise her rights. We achieve our vision through two main areas of work: girls’ rights through sport and play, and women’s economic resilience. Women Win also engages in new and emerging initiatives, which support the achievement of our vision. These include the Global Resilience Fund for Girls and Young Women – Covid-19 Response and the ONSIDE Fund.