



## **PRESS RELEASE**

### **PUMA OFFICIAL PARTNER OF COP21**

*180 students welcoming visitors will be equipped by the global sports brand*

**Paris, France (30 September 2015)** – PUMA, one of the world's leading sports brands, is proud to announce the signature of a partnership agreement with COP21. As an official partner of the UN Climate Change Conference, the sports brand will equip 180 students in charge of welcoming visitors from all over the world at Parisian stations.

During the COP21 conference, which will take place from 30 November to 11 December 2015, these trainee hosts and hostesses will wear PUMA outfits consisting of a T-shirt and a hoodie entirely made of organic cotton.



To present the outfit specifically designed for the COP21, PUMA brought on board an ambassador: Luc Abalo, right winger of the French national squad and of PSG Handball, double handball world champion. "It is with great pride that I wear these clothes designed by PUMA for the UN Climate Change Conference. Protecting the environment is essential for the future of our planet, and I am delighted to be the PUMA ambassador for this important cause," the French handball player underlined.

Björn Gulden, Chief Executive Officer of PUMA SE said: "Becoming an official partner of COP21 was a logical step for PUMA given our on-going commitment to environmental protection. For us, it is essential to contribute to the search for effective solutions to limit global warming to 2°C".

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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 over 65 years, PUMA has established a history of making fast product designs for the fastest athletes on the planet. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training and Fitness, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands such as Alexander McQueen to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf, Dobotex and Brandon. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit <http://www.puma.com>

PUMA is a brand of the Kering group.