**PRESS RELEASE**

**PUMA & FACR LAUNCH THE CZECH REPUBLIC AWAY KIT IN CLASSIC WHITE AND ROYAL BLUE**

*Czech National Team Prepare for Euro 2016TM in Sleek New Design*

**Herzogenaurach, Germany** (9 February 2016) – PUMA and the Czech Republic Football Association (FACR) launched the new away kit today, which will be first worn in the team’s international friendly against Scotland on 24 March, as they continue their preparation for Euro 2016TM in France this summer.

The Czech Republic’s new away shirt design remains classic in white with understated royal blue detailing on the hem, collar and Form Stripe panels along the sleeves. The Form Stripe continues down on the shorts, creating a sleek appearance. The body of the shirt features tonal horizontal embossed hoops, which add a subtle hint of style to the overall sleek look. The PUMA logo and FACR badge are located on the left and right side of the chest, adding subtle red detail to the all white and blue kit.

The new Czech shirt features PUMA’s new apparel technology ACTV Thermo-R, strategically inserted in both the front and the back of the shirt to help players maintain an optimum body temperature. A unique phase-change material is injected into the shirt’s inner athletic tape, which allows microcapsules to absorb excess heat and release it back to the body when needed. The taping in the shirt provides an extra snug fit, micro-massaging the skin in specific areas to provide a faster, more effective energy supply to the active muscles.

Tomáš Rosický of the Czech national team said, “The new away kit has a classic look to it, which is a style I really like. It’s a shirt we will all wear with pride in France. We qualified top of our group for the Euros so we are going into the tournament with confidence, and we are motivated to do well for the people of the Czech Republic.”

The new Czech Republic Away Kit is available for purchase in the PUMA Concept Store OC Palladium Prague beginning today, in TOP4FOOTBALL (Ječná 15, Prague), SportFotbal.cz (Voroněžská 28, Prague), Sportisimo and A3Sport and on www.puma.com, www.top4football.cz, www.sportfotball.cz, www.sportisimo.cz, www.a3sport.cz and www.reprefotbal.cz. PUMA today also launched the new away kits for their other partnered European federations, Slovakia, Switzerland and Austria.

Images of all the new shirts and further press materials are available to download from PUMA’s media centre: news.puma.com

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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 competitors 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 and Mihara Yasuhiro 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](http://www.puma.com/)