**PRESS RELEASE**

**Q&A WITH YesJulz**

**ON THE PUMA SUEDE**

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**PUMA: You’re always on the go and traveling constantly. Tell us what makes the PUMA Suede a good sneaker to travel with?**

**YESJULZ:** Long day of meetings and into a night out on the town, whichever town it is that week. Regardless of what I've got on the Suede is a shoe that fits my vibe effortlessly.

**PUMA: We noticed that your style transitions from girly sexy to tomboy rocker chick and you pull it off really well with the Suede. Why do you think the Suede works with any style?**

**YJ:** I like to keep it simple and cozy. Suede fabric is one of my favorites because it can be dressed up beautifully but also played down when I’m just trying to chill. It can fit in anywhere and for a person who is everywhere that is key

**PUMA: What's your favourite Suede colorway?**

**YJ:** I'm loving my Crimson ones right now.

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**YES JULZ**

Julz Goddard – a.k.a YesJulz – has quickly become one of the most popular personalities online, using Snapchat as her platform to go from Miami’s social scene to the mainstream. Known as the “Director of Vibes,” Julz and her enthusiasm are contagious. By capturing second-by-second recaps of her daily life, YesJulz’s audience lives with her- from hilarious dinner parties, to her traveling party #1AMVIBES, to an exclusive look at the worlds top events, to managing upcoming artist 070Shake, impromptu short interviews with celebrities, and outrageous girl talk conversations.

Her boundless amounts of energy and relationships with the most popular names in music, sports and fashion produce some of the most memorable moments. Through her work with companies such as Puma, South Dade Toyota, Muzik, Hpnotiq, Red Bull, Sprite, T-Mobile, Viber, and more, she is quickly gaining recognition from both her industry leading peers and the marketers at some of the top brands today. Julz shares her growth with her audience every step of the way, showing them what it takes to be both the “talent” and the business (wo)man, truly bringing her #NeverNotWorking mantra to life.

While juggling her fast past daily life and philamprothy efforts through #HashtagLunchabag Miami and Jack Brewer Foundation, Julz is our modern day “Truman Show” and is well on her way to accomplishing her ultimate goal, bridging the gap between cool & conscious.

**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 and Training, Golf, and Motorsports. It engages in exciting collaborations with renowned design brands to bring innovative and fast designs to the sports world. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 11,000 people worldwide, and is headquartered in Herzogenaurach/Germany. For more information, please visit [http://www.puma.com](http://www.puma.com/)