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**PUMA YARD FAAS FACTS**

Approximately 4690 miles from London, across the pond, through the port, and over the Blue Mountains is Jamaica. Far for sure, but thanks to the PUMA YARD you can get there by hopping on The Tube.

On July 27, the PUMA YARD opened at The Boiler House, part of the Old Truman Brewery, on Brick Lane in Shoreditch, East London. For 17 days and nights, this pop-up hotspot celebrates the buzz-and-bustle around London Town with tons of activities and all things Jamaica.

Test your ping-pong prowess at the PUMA Social Club. Sprint your heart out at the Everyone Can Bolt Speed Test. Or simply kick back at the outdoor BACK YARD and soak up the Kingston-cool vibes. In the evenings, there will be live music events featuring various bands and DJs—like Gyptian and Professor Green.

PUMA YARD doors open each day at 12:00 noon for the afternoon session and at 19:00 each evening for the evening session. Admission is free but advance ticketing is required. To get in on the action, visit puma.com/yard and register for access. Follow all the latest news and event listing on Twitter at **#pumayard**.

Here’s a few FAAS facts on PUMA YARD...

**If We Build It, They Will Come—The PUMA YARD**

* 300 meters of festoon lighting create an inviting glow
* 315 square meters of grass in the BACK YARD provides the perfect hang-out spot
* Test your top speed on 20 meters of running track at the PUMA Speed Test
* There’s no chance of missing the cool cat with 247 PUMA cat logos onsite
* Bob Marley’s spirit burns brightly with more than 151 posters of the reggae legend

PUMA YARD was the brainchild of PUMA and event production/management partner innovision.

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**We’re Hardly Able to *Contain* Our Excitement- The PUMA QUAD Container Unit**

* Built from 5 shipping containers
* Offering 90 square meters of sales space and 30 square meters of storage
* Kick back and relax on 120 square meters of top deck party space
* Set-up requires 4 days construction and 2 days for retail stocking and merchandising; breakdown takes 3 days
* Kit yourself out in Jamaican-inspired PUMA performance and lifestyle gear and don’t forget to grab the PUMA Cedella Marley specialty collection
* Open daily in the PUMA YARD from 12:00-21:00

The PUMA QUAD was conceived by PUMA and design partners LOT-EK and Kubik.

**Good Eats and Cool Drinks**

* 3000 jerk chickens were ordered for opening weekend
* Freezers are stocked with 4 TONS of ice
* 300 litres of Kingston Bowl & Montego Bay Brew being prepared & infused in advance
* 2500 limes have been stocked
* 8500 cans of Red Stripe are on ice…chillin'
* The Jamaican Mule cocktail is trending as the best seller

PUMA YARD food and beverage partners include Sweet & Chilli, Wray & Nephew, Marley Coffee and Marley Mellow Mood.

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