



**FOR IMMEDIATE RELEASE**

## **PUMA® AND UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP) LAUNCH PUBLIC VOTING TO SUPPORT BIODIVERSITY INITIATIVES**

*Six Possible Conservation Programs in Africa to Benefit from the Play For Life Campaign*

**Herzogenaurach, Germany– (May 28, 2010)** – Today PUMA® and the United Nations Environment Programme (UNEP) activated an online voting campaign as part of their 'Play for Life' partnership, which was formed in January to support the 2010 International Year of Biodiversity. Launched earlier today at the Africa Unity Experience press conference in Paris, PUMA will enable fans to vote via Facebook for one of six conservation projects to benefit from the 'Play for Life' fundraising efforts. Online voting is scheduled to begin on May 28<sup>th</sup> and run through July 11<sup>th</sup>. The three projects with the most votes will receive donations to support their work on the ground in Africa. This viral and social media effort is designed to raise awareness for the 2010 International Year of Biodiversity and make it easy for people to get involved.

"Africa will be the centre of the footballing world this summer, but is also home to some of the most precious and threatened wilderness areas on earth," said Jochen Zeitz, Chairman and CEO, PUMA AG. "As all eyes turn to the continent this summer, it is a unique opportunity to generate support for biodiversity initiatives in Africa and around the world with our 'Play for Life' campaign. We are proud to partner with UNEP to raise both awareness and resources to help these causes."

PUMA's key fundraising lever for the 'Play for Life' campaign is the revolutionary new PUMA Africa Unity Kit – the world's first 'continental football kit' which is endorsed by all 4 PUMA sponsored African national teams competing at the World Cup: Algeria, Cameroon, Ghana and Ivory Coast. Inspired by the African landscape, the Unity Kit bespoke colourway represents the sky, sun and actual soil samples taken from Cameroon, Ghana, Ivory Coast and South Africa. By supporting the Africa Unity Kit, these players are uniting as a powerful force in world football drawing attention to this important environmental issue.

A portion of the profits from the sale of replica PUMA Unity Kits, Unity Tees, and PUMA Lacelets, some of which feature patterns from world-renowned artist Kehinde Wiley, will help fund biodiversity programs in Africa. Proceeds generated from the events at the African Unity Experience will also be donated to support these causes.

Consumers will play a part in determining which biodiversity programs benefit from the fundraising efforts by casting their vote on Facebook for their favorite cause. Together PUMA and UNEP have nominated six programs to be subject to public voting. Projects include:

- Support for Elephants in Ivory Coast and Liberia
- Promoting Community Participation in Gorilla Conservation
- Forest and Biodiversity Conservation in Democratic Republic of Congo
- Rhino: Back from the Brink?
- The African Lion: King Without A Kingdom
- Wildebeest and Zebra Migration Routes: Africa's Fractured Superhighways

Satinder Bindra, UNEP's Director of Communications, said: "2010 is the International Year of Biodiversity. Through this powerful partnership with PUMA, we are reaching out to millions of football fans around the globe to spread the message: we can all do our part to protect our planet's animals, plants, insects and ecosystems. The biodiversity programs that the public will be voting for with 'Play For Life' represent the forefront of conservation efforts in Africa."

PUMA and UNEP have also created a public service campaign to support biodiversity featuring Cameroon footballer Samuel Eto'o. In keeping with the PUMA brand DNA, the campaign takes on a tongue-and-cheek tone, offering a fresh alternative to the conventional, serious public service announcement format. Samuel Eto'o is pictured in a colorful field filled with flowers, wild animals and rainbows with pithy sayings such as, *'If crocodiles could speak, they'd say "support biodiversity and come swimming. Ignore the swimming part.;" 'I shall stop climate change so season tickets never become ordinary tickets.;* *'For every fallen tree, I will build a new one out of wood.;* and *'Murphy's law says earth is doomed. Eto'o's law says don't listen to Murphy'.* The ad campaign was created by PUMA's lead advertising agency Droga5. The print and on-line executions will drive traffic to the UNEP Sport and Environment website, and will run through the end of 2010.

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#### **Media Contacts:**

Sara Gottman, International PR, PUMA +1.617.488.2914, [sara.gottman@puma.com](mailto:sara.gottman@puma.com)

Danielle Marcus, Marketing, PUMAVision, +1 617.488.0009, [danielle.marcus@puma.com](mailto:danielle.marcus@puma.com)

Moira O'Brien-Malone, Head, Communications, United Nations Environment Programme,  
Tel: +33 1 44 37 76 12, Mobile: +33 6 82 26 93 73, [moira.obrien-malone@unep.org](mailto:moira.obrien-malone@unep.org)

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#### **PUMA**

PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen, Mihara Yasuhiro and Sergio Rossi. The PUMA Group owns the

brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs more than 9,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>

## **UNEP**

The United Nations Environment Programme (UNEP) is the voice for the environment in the UN system. Established in 1972, UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UNEP is an advocate, educator, catalyst and facilitator promoting the wise use of the planet's natural assets for sustainable development. It works with many partners, UN entities, international organizations, national governments, non-governmental organizations, business, industry, the media and civil society. UNEP's work involves providing support for: environmental assessment and reporting; legal and institutional strengthening and environmental policy development; sustainable use and management of natural resources; integration of economic development and environmental protection; and promoting public participation in environmental management.

## **International Year of Biodiversity**

In a bid to curb the unprecedented loss of the world's species due to human activity - at a rate some experts put at 1,000 times the natural progression - the United Nations is marking 2010 as the International Year of Biodiversity, with a slew of events highlighting the vital role the phenomenon plays in maintaining the life support system on Planet Earth.

The **UNEP-PUMA 'Play for Life'** campaign will support the International Year of Biodiversity by:

- Raising awareness worldwide about biodiversity and the International Year of Biodiversity among football fans and the general public during football events including the African Nations Cup and international friendly games
- Raising awareness through Public Service Announcements featuring football stars
- Encouraging the public to take action to conserve biodiversity
- Raising funds through the Africa Unity Kit and other PUMA Unity football products under the Yellow "life" label to support biodiversity projects in Africa.