

PUMA.com launches football content programme

PUMA.com recently launched an African football content programme ahead of the Orange African Cup of Nations tournament that kicks off over the weekend in Gabon and Equatorial Guinea. The programme will give a cultural insight into the world of African football through the eyes of high profile PUMA partnered players.



Interviews with PUMA players participating in the tournament will run each day. Players include: Asamoah Gyan of Ghana, Yaya Touré of Ivory Coast, Kadar Mangane of Senegal, Didier Ovono of Gabon and Jonathan Pitroipa of Burkina Faso. Interviews will give viewers an insight into African football through the experiences of the players, both past and present.

Through a series of interlinking themes, the content will give viewers a unique perspective into what African football is really about, what is so special about the African Cup of Nations, how it feels for a star African player to return to their home continent and the atmosphere and experience you can expect in Gabon and Equatorial Guinea this year.

For more, go to www.puma.com/football.

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