

PUMA to host Africa Unity Experience

HERZOGENAURACH: PUMA, on Tuesday, 18 May 2010 announced its 'Africa Unity Experience' in Paris, France from 28-29 May as the brand's kick-off for the 2010 FIFA World Cup. It will include an Africa Unity Exhibition Game and a free concert curated by Africa Express.



The exhibition match will take place at 6pm on Friday, 28 May when players from Cameroon, Ghana and Ivory Coast will participate in front of a capacity crowd at the Stade Michel Hidalgo. The concert, sponsored by PUMA, happens at 7.30pm on the same day.

Africa Express is a collective of African and Western musicians that aims to bring African music to a wider audience - headliners include Tiken Jah Fakoly (Ivory Coast), M3NSA and M.ANIFEST (Ghana), Les Nubians (Cameroon) and Amazigh Kateb (Algeria). PUMA footballers and Hollywood star Djimon Hounsou will also make an appearance.

On Saturday, 29 May, the activities conclude with an Africa Unity Experience Camp, where fans will have a chance to go toe-to-toe with current PUMA players and African football legends such as Roger Milla and Tony Yeboah, in a series of skills challenges.

The event aims to generate fan support, build consumer engagement in advance of South Africa and raise funds and awareness for the United Nations Environment Programme (UNEP) and PUMA's 2010 International Year of Biodiversity project 'Play For Life'.

PUMA's Africa Unity Kit, designed to be worn as a third uniform for PUMA's 13 African football teams, will be showcased throughout the Africa Unity Exhibition Game.

"We're excited to host the Africa Unity Experience - PUMA's official send-off to the African teams who are World Cup bound," said Jochen Zeitz, chairman and CEO of PUMA. "It is through events like these that PUMA's positioning as a sportlifestyle brand really comes to life. It represents the perfect marriage of sport and music and culture, bringing the Unity message into focus. With our partner UNEP, and with the full support of the African Football Federations, we hope to raise awareness and interest in the topic of biodiversity through our activities during Africa Unity Experience event."