



# PRESS RELEASE

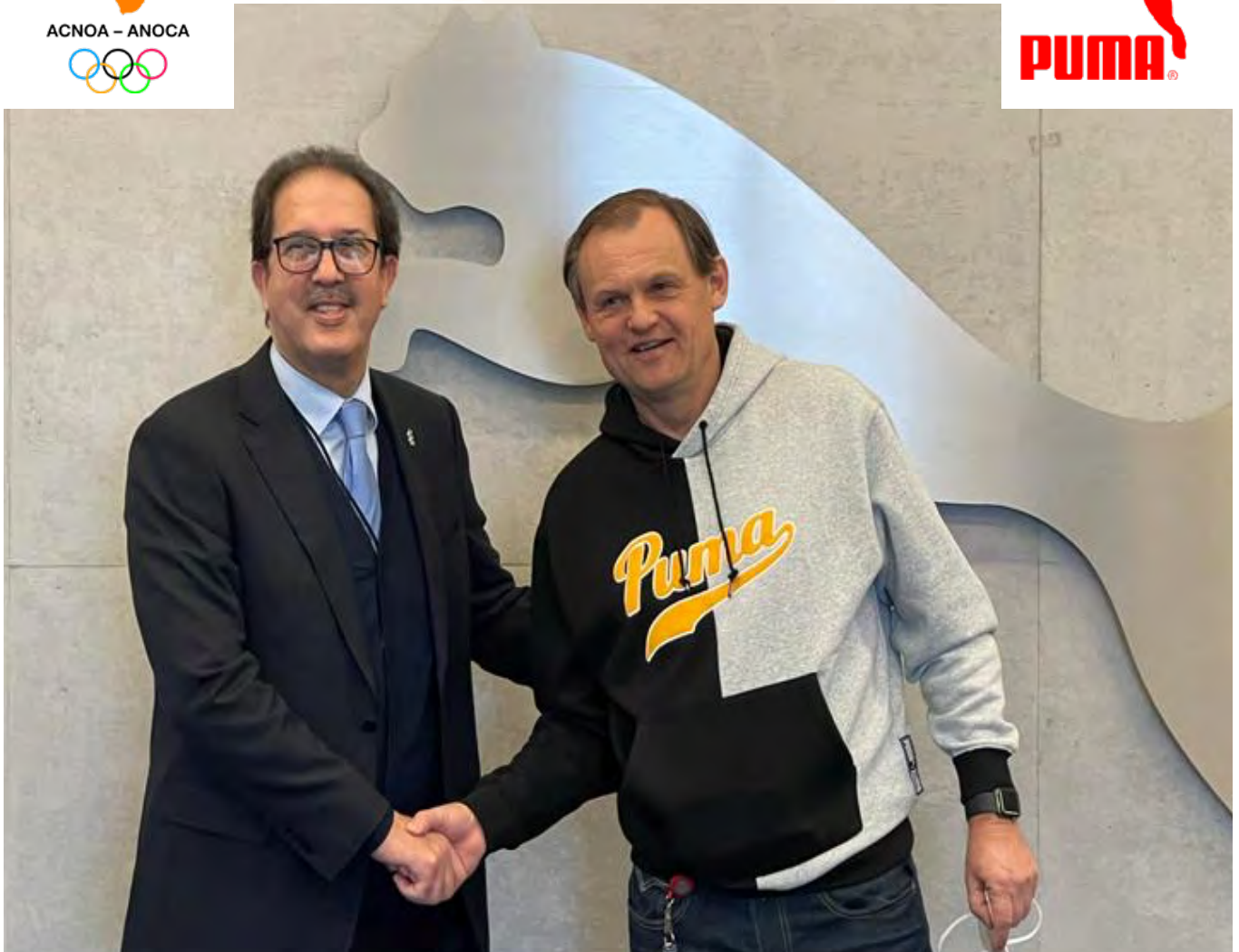
ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA



APR 2022

PARTNERSHIP

# PUMA SUPPORTS THE CHILDREN OF OLYMPAFRICA



*L – R Mr Mustapha Berraf, IOC Member and President, ANOCA, with Mr Bjørn Gulden, PUMA Chairman and CEO, at the headquarters of the Sports brand in Herzogenaurach, GERMANY following the signing of the Memorandum of Understanding between both parties to provide Sports apparel to the children under the Olympafrica Foundation.*



**O**n 28 March 2022, global sports company PUMA and the Association of National Olympic Committees of Africa (ANOCA) have joined committed to support the African Children belonging to the Olympafrica Programme by providing footwear apparel and accessories.

This historic agreement has been reached between Mr Mustapha Berraf, President ANOCA and IOC Member, and the PUMA Chairman and Chief Executive Officer Mr Bjørn Gulden at the Headquarters of the international company in Herzogenaurach, GERMANY.

The MoU will focus on providing products to young Sports talents from the fifty (50) Centres of the Olympafrica Foundation spread across the Continent.

Mr Berraf paid a vibrant tribute on behalf of the African Olympic Movement, to the commitment of the sports brand whose highest officials have demonstrated genuine feelings of generosity towards needy African Children.

**« Sports remains important to the development of children, and PUMA remains a huge fan for the African Continent. We are proud of supporting Olympafrica and this Programme »** said CEO

Mr Gulden. The members of the Olympafrica Foundation expressed their deep gratitude to Mr Gulden, for such a mark of generosity.

