

PUMA and ESPN Wide World of Sports Complex Team Up for Youth Soccer

Sportlifestyle brand becomes official equipment sponsor of Disney Soccer

Westford, Mass., July 17, 2013– Sportlifestyle brand [PUMA](#) and [ESPN Wide World of Sports Complex](#) at Walt Disney World Resort have teamed up in a multi-year agreement that will showcase PUMA soccer and elite soccer players, giving the legions of soccer athletes who compete at the complex early exposure to PUMA's latest soccer products.

As part of this collaboration, PUMA will become the official soccer equipment sponsor of Disney Soccer, which hosts tournaments for tens of thousands of players from around the globe each year. The agreement also includes a co-branded soccer ball created by PUMA that will be used for all youth tournaments, matches and events at the ESPN World Wide of Sports Complex. In addition, PUMA will also help promote Disney Soccer and have a major presence at select soccer events and tournaments including a PUMA retail area offering soccer apparel, footwear and accessories.

"We couldn't be more thrilled to be working with Disney Sports on this exciting venture," said Jay Piccola, President of PUMA North America. "We are looking forward to teaming with one of the country's leading organizations for world class youth soccer programming and bringing this combination to young soccer players and fans alike."

The widely acclaimed ESPN Wide World of Sports Complex is the leading multi-sport venue for amateur and professional sports, providing one-of-a-kind memorable experiences for athletes, coaches and their families. Having hosted more than 8,000 soccer teams, 100,000 athletes and some 200,000 spectators, coaches and enthusiasts over the past five years, Disney Soccer has expanded, becoming the most popular sport at the complex. Disney youth soccer tournaments include elite events such as Disney Soccer Showcase and Disney Cup International and other events, such as Disney Soccer Academy, that are open to all ranges of athletes.

"We're excited to work with PUMA, which is known for its innovative approach and commitment to athletes who have a passion for soccer," said Tom Wolber, senior vice president of Disney Sports Enterprises. "The addition of PUMA's soccer equipment will complement the Disney Soccer experience for the athletes who play on our fields."

As the official soccer equipment sponsor for the facility, PUMA will also host special events at the complex, including PUMA soccer equipment launches and retailer events with appearances from special guests and athletes that will bring their unique take on sport and lifestyle.

For PUMA's first official event at ESPN Wide World of Sports Complex, PUMA brought the Women's Elite Showcase to the Disney Cup International event this week. PUMA's Women's Elite Showcase brings the nation's top high-school aged female players and their coaches together for a unique opportunity to play in front of the soccer community and many college scouts. This program is in its third year and for the first time is being played at ESPN Wide World of Sports Complex

To learn more about PUMA's soccer category go to: www.puma.com/football. You can also get brand updates at facebook.com/PUMAfootball or follow the brand via Twitter [@PUMAfootball](https://twitter.com/PUMAfootball), Instagram [@PUMAsport](https://www.instagram.com/PUMAsport) and Vine [@PUMA](https://vine.co/PUMA). To learn more about Walt Disney World Resorts visit www.waltdisneyworld.com/about.

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