



BOYCOTT PUMA

PROUD SPONSORS OF
ISRAELI APARTHEID

PUMA is the main international sponsor of the Israel Football Association (IFA). The IFA operates in illegal Israeli settlements on land stolen from Palestinians. Settlements push Palestinians off their land and deprive them of water and other natural resources.

By sponsoring the IFA, PUMA is using its brand to lend legitimacy to Israel's land theft and dispossession of Palestinians.

#BoycottPUMA

BOYCOTT



GIVE PUMA THE BOOT

More than 200 Palestinian sports teams have called on PUMA to end its sponsorship of the IFA. They've told PUMA to stop whitewashing Israel's violence against Palestinians, including Palestinian sportspeople.

But PUMA has ignored their call.

So, we've taken action. Since 2018 tens of thousands have joined the boycott of PUMA's products. Campaigning has meant PUMA has lost millions of pounds worth of contracts with sports clubs. We'll continue until PUMA listens to Palestinians and ends its unethical sponsorship of the IFA.

Find out more and join the growing boycott until PUMA ends its support for Israel's abuses of Palestinian rights.



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