



**GIVE PUMA THE BOOT AT WORLD CUP
#LOVEFOOTBALLHATEAPARTHEID**

WHY GIVE PUMA THE BOOT?



**PUMA SPONSORS THE ISRAELI FOOTBALL ASSOCIATION,
INCLUDING TEAMS IN ILLEGAL ISRAELI SETTLEMENTS
BASED ON STOLEN PALESTINIAN LAND.**

**PUMA SUSTAINS ISRAELI APARTHEID & THE ONGOING
DISPOSSESSION OF THE PALESTINIAN PEOPLE.**



**Join us on Saturday 10 December
between 11 a.m. and 1 p.m.
in St Georges Square, Luton**

**GIVE PUMA THE BOOT – DON'T BUY PUMA
KICK APARTHEID OUT OF THE WORLD CUP**



COME SCORE A GOAL AND GIVE PUMA THE BOOT

Puma, a sponsor of UK football teams and 6 World Cup teams also sponsors the Israeli Football Association (IFA). This includes football teams based in illegal Israeli settlements in the West Bank. **These Israeli settlements are illegal and supporting them is a war crime under international law.** Over 200 Palestinian football teams have called on Puma to end its sponsorship of the IFA.

Football fans in Luton have already taken the lead by winning Luton Town FC ending its sponsorship by Puma earlier this year. You can help us keep up the pressure and raise awareness during the World Cup by:

1. Joining us in **St. George Square on Saturday 10 December between 11 a.m. and 1 p.m. for our football action** – kick Israeli apartheid to the back of the net and send a message to Puma on why Puma must end sponsoring the IFA - there is no place for apartheid or racism in football. Bring your kids and your mates and help us relegate Israeli apartheid to the back of the net
2. If you cannot join us on the day, please record and share you messages online and follow us on Twitter (@Luton_PSC), Facebook (Luton Palestine Solidarity Campaign) and Instagram (#lutonpalestinesolidaritycampaign)

JOIN THE LUTON PALESTINE SOLIDARITY CAMPAIGN

The Palestine Solidarity Campaign is an independent and non-party political organisation with members from many communities across Britain. The PSC represents people in Britain from all faiths and political parties to work for justice for the Palestinian people including the right to self-determination and the right of return, and to oppose Israel's occupation and violations of international law and opposed to all forms of racism, including anti-Jewish prejudice and Islamophobia.

LUTON PSC was formed to take the national and international campaign for Palestinian rights to a local level to raise awareness of the plight of the Palestinians and to actively campaign locally for peace and justice for the Palestinians.

Email lutonpsc@gmail.com for more information and to get involved.

#RedCardPuma #DropPuma #lovefootballhateapartheid