

Puma, Women Win partner to promote gender equality in sports

Sports company, Puma, has partnered with Women Win, an organisation that empowers girls and women around the world through sports. Puma aims to increase the visibility of female athletes and sports role models and support initiatives that tackle obstacles to girls' and women's access to sports through this partnership.

Women Win will reach 5,000 girls and women through projects funded by Puma. The sports company will also contribute towards Women Win reaching another 1 million girls and women by the end of 2023.

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