



The American Track League Announce PUMA to a Multi-Year Title Sponsorship Agreement, ESPN to continue as Domestic Rights Holder

The American Track League announced today that global sports brand PUMA, will support the league as a title sponsor for the next three years. This sponsorship marks the first title sponsorship for the league and will be a catalyst for the growth of the sport.

The American Track League founder, Paul Doyle stated ***“This partnership has been years in the making and gives vindication to what we have believed all along, that track and field is a viable sports property that should be able to establish and sustain a massive fan following. When a premium brand such as PUMA aligns themselves with our events, it brings instant credibility and I suspect more brands will follow suit. Track and Field is one of the most beautiful sports. At its core, it is the epitome of performance. The athletes involved are truly the most exceptional athletes in the World. Our job as the premier league in America is to display these athletes in the most entertaining format possible.”***

Coming off a successful Summer Olympic Games for the brand, PUMA will continue to push the sport forward by supporting its athletes and providing essential and innovative performance products to elevate some of the fastest athletes in the world.

“PUMA from the very beginning has been about helping athletes be better and the sport of track and field is the ultimate platform for us to show our value and innovation,” said PUMA North America President, Robert Phillion. ***“The work that the American Track League has done pushing the sport forward is completely in line with our objective in the US...to place PUMA at the top of the list when athletes look for support in performance.”***

The American Track League premium events will be broadcast on ESPN as they have been since as early as 2016. This partnership is essential to the growth of the sport says Doyle.

“Historically track fans have had a tough time seeking out broadcasts of various events, bringing our sport to the best possible platform in America on ESPN is a huge difference maker.”

The American Track League will kick off February 12 in Louisville, Kentucky, at the Norton Healthcare Sports & Learning Center the region's premier track & field facility. Additional information will be released including the announcement of participating athletes where dozens of Olympians will be on hand.