



## PUMA

*Check out this case study to see how PUMA and The Trevor Project have partnered to create life-affirming spaces in sports for LGBTQ youth athletes through a co-branded shoe and a long-term campaign to “Reform the Locker Room” in sports.*

### Why PUMA and The Trevor Project?

The Trevor Project's mission is to end suicide among LGBTQ young people. An important part of this mission is to educate allies and create supportive, safe spaces for LGBTQ youth. In 2019, PUMA had a goal: to “Reform the Locker Room” for LGBTQ youth athletes – creating more inclusion for the LGBTQ community in sports. But they weren't able to do so alone; they needed a partner who could offer the PUMA community the concrete tools and knowledge needed to better support LGBTQ athletes. With more than 22 years of experience in LGBTQ youth allyship and mental health, Trevor was the perfect partner. Our holistic partnership sought creative ways to draw attention to The Trevor Project's resources, amplify our mission, and achieve our joint goal of creating inclusive, supportive sports spaces.

### The Partnership

In 2020, PUMA and The Trevor Project joined forces for a groundbreaking, three-year, \$1M+ partnership to create life-affirming sports spaces for LGBTQ youth athletes, especially transgender and non-binary youth athletes. One important piece of the partnership was working together on a product that could raise awareness of our work together and our shared mission to Reform the Locker Room. To accomplish this goal, we leveraged PUMA's design and style skills to collaborate on the release of a special co-branded shoe, from which PUMA donated 100% of sales to Trevor. These shoes were released in May 2020 in honor of Mental Health Awareness Month, which helped PUMA stand out from the crowded space of Pride products. In order to highlight the more than 1.8 million LGBTQ young people who seriously consider suicide in the U.S. every year, each pair of shoes cost \$180. As part of our long-term partnership, this Pride product amplified our mutual goal to reform the sports space for LGBTQ young people, the critical nature of Trevor's mission to end suicide among LGBTQ youth, and PUMA's support of the LGBTQ community. PUMA was also able to leverage its [extensive network of ambassadors and celebrity influencers](#) who, wearing the PUMA X Trevor shoes, helped spread awareness and support for Trevor's resources, as well as visibility of LGBTQ athletes.

### Our Joint Impact

PUMA's shoes educated customers on the importance of Trevor's life-saving services and amplified PUMA's support for the LGBTQ community, especially LGBTQ young people, in sports. PUMA also demonstrated its dedication to ending LGBTQ youth suicide and creating more inclusive spaces.



Finally, we were able to amplify the importance of adult-age figures in sports, including coaches, athletic directors, and athletic administrators, in supporting LGBTQ youth, which we will continue to do throughout our partnership.

PUMA and The Trevor Project remain dedicated to championing change through sports. We know the benefits that sports participation can offer as a protective factor against suicide among LGBTQ young people, and our partnership helps both Trevor and PUMA make a difference in the lives of LGBTQ youth. Building on our success in 2020, in 2021, we announced our **#REFORMTheLockerRoom Campaign** to empower LGBTQ youth in sports. Our partnership has been featured in publications like [Paper Magazine](#), [Outsports](#), and more.

Together, we are working to foster safer and more inclusive environments that support LGBTQ youth, on and off the field, as well as provide a platform for LGBTQ athletes, because every LGBTQ athlete deserves to play as their authentic self.