

Asafa signs with PUMA

PUMA yesterday announced a new endorsement deal with Jamaican sprinter Asafa Powell.

The former 100m world record holder who holds the record for the most sub-10-second 100m sprints having dipped below that mark 94 times, joins the Global Sports Brand's growing portfolio of athletes preparing for the 2016 Olympic Games in Rio de Janeiro. In addition to the world's fastest man, Usain Bolt, this roster has recently been bolstered by key additions, including NCAA 100m Champion Jenna Prandini, Australian sprint hurdler Michelle Jenneke and French 800m runner Pierra-Ambroise Bosse. Asafa Powell will become an ambassador for the PUMA brand in an Olympic year and beyond. He will feature in both global marketing activations promoting Running Training product lines and brand campaigns in the lead up to the 2016 Olympics. Sub-10 King line This partnership will also see PUMA working with Powell to design a Sub-10 King line of sportswear and spikes. Speaking about the new partnership with PUMA, Asafa Powell said, "PUMA has played a huge role in Jamaican track and field throughout my career - supporting the high-school programme that fosters young athletes, partnering with the JAAA and Jamaica Olympic Association and elite athletes such as Usain. It's a brand I've been very familiar with throughout my career, and their longstanding commitment to Jamaican athletics is key as we continue to build and work to maintain our recent successes." "They understand Jamaican culture, history, people and also the sport that this country loves, and I am very happy to be working with them," Powell added. "Having Asafa as part of our team here at PUMA is great news for us. He has played such an important role in Jamaican track and field for more than a decade, demonstrating a consistently high level of performance throughout his sprinting career, which is a great testament to a great man," said Pascal Rolling, PUMA's head of sports marketing for Running. "He inspires those around him, is an excellent role model, and will bring great value to PUMA in the years ahead." Asafa Powell has run the most sub-10-second 100m sprints in the history of track and field. The Commonwealth, World Championship and Olympic medallist has dipped below the 10-second mark 94 times and was the first Jamaican to win the IAAF Sportsman of the Year. Powell, who clocked the first sub 10 second time of the 2015 track season, was the first Jamaican to ever hold the world record for the 100m dash, with times of 9.77 and 9.74. Source: Jamaica Gleaner