



International Boycott of Puma Grows!

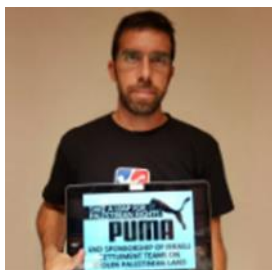
Sports are being used by Israel to prop up its faltering image and normalize human rights violations against Palestinians who, as athletes, are regularly prevented from training and participating in competitions at home and abroad. Israel has bombed and destroyed Palestinian stadiums and sports structures and routinely denied freedom of movement to Palestinian athletes. In 2018, Israeli snipers ended the careers of dozens of Palestinian athletes in Gaza, who had been participating in demonstrations for an end to Israel's siege and for their UN-sanctioned right of return. A UN Commission of Inquiry found that Israeli soldiers intentionally targeted Palestinians participating in the demonstrations, actions amounting to war crimes. On more than one occasion, Palestinian children also have been killed playing soccer.



Puma is one of the world's top athletic apparel makers. But, by its' being the main sponsor of the Israel Football Association – and the IFA's only international one – Puma is also involved in violations of international law and human rights. Israeli settlements are considered war crimes under international law and the IFA has many teams that are located in Israel's illegal settlements, on occupied Palestinian land. Puma's sponsorship brings international legitimacy to the IFA's actions. Furthermore, Puma's current and past exclusive licensees in Israel also have operations in illegal Israeli settlements.

Puma's sponsorship of the IFA masks the IFA's participation in violations of human rights and international law off the field, allowing Israel's settlement regime to continue and expand. The IFA has refused to take measures to end its complicity, despite being repeatedly condemned by UN advisors, dozens of elected officials, public figures, civil society and human rights groups representing millions.

More than 200 Palestinian sports clubs have called on Puma to end the sponsorship deal and stop supporting Israel's illegal land grabs. In a chance encounter, a Puma attorney admitted that the principled calls from human rights groups and sports associations were "making their lives miserable."



Former Barcelona FC player [Oleguer Presas stands with Palestinian teams and athletes](#) urging Puma to end support for illegal Israeli settlements on Palestinian land



And the Belfast football club [Donegal Celtic supports the call from Palestinian athletes](#) urging Puma to end its sponsorship of the IFA.

Use one minute to [let the head of Puma Canada and Puma North America know](#) you're **Giving PUMA the Boot Until It Ends Support for Illegal Israeli Settlements**