




PROUD SPONSORS OF
ISRAELI APARTHEID

More than 200 Palestinian football teams have called on PUMA to end sponsorship of the Israel Football Association (IFA) due to its support for Israeli war crimes. The IFA includes football teams that are based in illegal settlements and host matches on land stolen from Palestinians.

EVERY ISRAELI SETTLEMENT IN THE WEST BANK, INCLUDING EAST JERUSALEM, IS ILLEGAL, AND A WAR CRIME UNDER INTERNATIONAL LAW.

Israel's settlements contribute to serious human rights abuses and are a direct cause for restrictions on Palestinian freedom of movement, access to natural resources, and ability to build homes and conduct business.

PUMA'S SPONSORSHIP OF THE IFA LEGITIMISES AND GIVES INTERNATIONAL COVER TO ISRAEL'S ILLEGAL SETTLEMENTS.



By sponsoring the Israel Football Association (IFA), Puma is endorsing the continued ethnic cleansing of Palestinians. Israel uses sport to whitewash its crimes and normalise the status of illegal settlements.

As the main international sponsor of the IFA, Puma is lending its brand to cover up and sportwash Israel's human rights abuses, including against Palestinian footballers.

Until they end their sponsorship of the IFA, join us in boycotting Puma and calling on Puma-sponsored teams to drop Puma.

BOYCOTT
GIVE **PUMA** THE BOOT