

Dakar, Senegal, February 9 (Infosplusgabon) - Senegal and PUMA have announced a long-term partnership ahead of the 2018 FIFA World Cup in Russia.

The deal between the Senegalese Football Association and PUMA will see the Lions of Teranga kitted in the PUMA brand beyond the 2018 FIFA World Cup in Russia.

In a statement, released to the media, the Association said the Senegalese team will debut in their new kit and training line in the upcoming FIFA window in March.

Coached by Aliou Cisse, Senegal will head to the global showpiece for the second time after their maiden appearance in 2002.

“We are delighted to welcome Senegal back to the PUMA Family again. They are a great team with many promising talents who stood out during the qualification for the World Cup,” said PUMA CEO Bjørn Gulden.

“With PUMA’s long history in African football and the characteristics of the Lions of Teranga with their style of play and joyfulness, it is a perfect fit to PUMA and our Forever Faster positioning.”

Speaking for the SFA, president Augustin Senghor said they are looking forward to the global showpiece and to their new kits.

“I am pleased to confirm our partnership with PUMA. They represent a major international brand and we already know their professionalism and their commitment for African Football,” adds Senghor.

“We are looking forward to playing with our new kits.”

The 2002 World Cup quarter-finalists will join the likes of Italy, Cameroon, Cote d'Ivoire and Ghana as PUMA-sponsored teams.

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