



## **Golf Canada and PUMA Canada announce extension as Official Apparel Partner of Team Canada**

*PUMA continues its support as Official Headwear and Apparel sponsor of Team Canada and Team Canada - NextGen*

*Extension will see PUMA outfit Canadian golf athletes at the 2028 Olympic Games in Los Angeles*

**Toronto, ON** - Golf Canada and PUMA Canada are proud to announce a long-term extension of their existing partnership with Golf Canada's National Team Program.

The new four-year agreement sees PUMA continue as the Official Apparel and Headwear partner of Golf Canada's National Team Program (Team Canada men's and women's teams and Team Canada - NextGen boy's and girl's teams). Team Canada players, coaches and support staff will continue to exclusively wear PUMA's premium golf apparel and headwear when representing Team Canada.

The extension also confirms that the athletes and coaches named to Team Canada for the 2028 Olympic Games golf competition in Los Angeles will wear PUMA's Golf apparel and headwear as part of the field-of-play uniform. The 2028 Olympic Games will also mark the debut of a mixed team golf event, featuring one male and one female player from each National Olympic Committee. Athletes that have qualified for their individual events are eligible to compete in the mixed team event.

"We are very happy to extend our partnership with PUMA and to ensure our Team Canada athletes and staff continue to be outfitted by the iconic brand," Mark Palmer, Chief Commercial Officer, Golf Canada. "PUMA shares our vision for being a world leader in the game of golf and investing in the growth of our sport in Canada."

The extension builds on a strong relationship between PUMA Canada and Golf Canada that was first announced in November 2021. The partnership ensured all members of the Team Canada program were outfitted with PUMA Golf apparel and headwear. The 2024 Olympic Games in Paris marked the first time that Canadian golf athletes wore PUMA products on the Olympic Games field-of-play.

"We are proud to extend our partnership with Golf Canada and set the stage for even greater success ahead," said Dwayne Boecker, Vice President of COBRA PUMA GOLF. "The strong values and commitment we share in promoting golf and supporting the country's next generation of great players and coaches are an excellent fit for our global brand. We look forward to continuing to outfit Team Canada and delivering high-performance products that empower athletes to reach their full potential on and off the course."

Team Canada athletes, coaches and support staff will continue to wear official PUMA Golf apparel and headwear this season through to the end of 2028. For more information on the Team Canada High Performance Program, including athlete and coaches bios please [click here](#). For more on PUMA Golf or to view the extensive collection for men and women and purchase items, [click here](#). Team Canada is proudly supported by RBC, Canadian Pacific Kansas City (CPKC), Titleist, FootJoy, Hilton, Puma, Foresight, Golf Canada Foundation and Sport Canada.

## ABOUT GOLF CANADA

Golf Canada is the National Sports Federation and governing body for golf in Canada representing 360,000 golfers and 1,522 member clubs across the country. A proud member of the Canadian Olympic Committee, Golf Canada's mission is to increase Canadian participation and excellence in golf. By investing in the growth of the sport and introducing more participants of all ages to the game, our vision is to be a world leader in golf. For more information about what Golf Canada is doing to support golf in your community, visit [www.golfcanada.ca/](http://www.golfcanada.ca/).

## ABOUT COBRA PUMA GOLF

COBRA PUMA GOLF is a corporate division of PUMA, one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. COBRA PUMA GOLF is an inclusive company, promoting game enjoyment for golfers of all abilities, attitudes and styles. The brand's full-range portfolio includes COBRA Golf's high-performance drivers, fairways, hybrids, wedges, putters, and irons, as well as PUMA Golf's sport lifestyle inspired footwear, apparel and accessories. Fusing performance and style, COBRA PUMA GOLF brings a focus on innovation, technology, compelling design and superior performance with an edge to the global golf marketplace. For more information, visit [cobragolf.ca](http://cobragolf.ca) and [ca.pumagolf.com](http://ca.pumagolf.com).

## MEDIA CONTACT

Mike Masaro | Sr. Manager, Communications | Golf Canada | 647-482-1853 | [mmasaro@golfcanada.ca](mailto:mmasaro@golfcanada.ca)