



**Media Contact:**  
Samantha Yeager  
410-902-5028  
[syeager@mghus.com](mailto:syeager@mghus.com)

**FOR IMMEDIATE RELEASE**

## **DTLR and PUMA Team Up to Donate Sneakers to Resilient Nurses Across the Country in Celebration of National Nurses Week**

*The companies have partnered with the National Black Nurses Association to launch the Walk in My Shoes giveaway, where 60 pairs of shoes will be donated to 30 nurses*

**BALTIMORE** (May 7, 2020) – [DTLR](#), one of the country's most successful lifestyle retailers with more than 240 stores in 19 states, is showing its appreciation for nurses during these trying times with the Walk in My Shoes giveaway. As part of the giveaway, DTLR has partnered with PUMA to donate 60 pairs of shoes to 30 nurses across the country serving on the frontline during the most challenging time of their careers, COVID-19. You do not have to be a member of the National Black Nurses Association (NBNA) to be nominated or to win.

“DTLR is proud to partner with PUMA to donate sneakers to nurses on the frontlines of this unprecedented pandemic,” commented Shawn Caesar, Vice President of Marketing at DTLR. “Giving back to our communities is in our corporate DNA, so being able to partner to bring comfort to those who are working tirelessly to save lives is exceptionally rewarding.”

During National Nurses Week from May 6-12, the Walk in My Shoes giveaway will be accepting nominations of deserving and resilient nurses. **To nominate a nurse for the Walk in My Shoes giveaway, visit <https://www.nbna.org/walkinmyshoes>.** The deadline to submit a nomination is May 12, 2020. DTLR is also encouraging everyone to celebrate hardworking nurses by posting a photo or video with a caption honoring a nurse, using the hashtag #WalkInMyShoes.

“PUMA is committed to helping our healthcare heroes across the U.S. by rallying together with organizations like DTLR and NBNA to provide sneakers to those on the front lines fighting COVID-19,” said Allison Giorgio, Vice President of Marketing at PUMA North America. “We hope these shoes will provide nurses with the comfort they need while continuing their amazing care for patients during this challenging time.”

In addition to donating 60 pairs of shoes to resilient nurses, PUMA and DTLR will also donate 300 pairs of shoes that will be sent to nurses around the country after May 12 to help more nurses stay safe as they travel to and from work. **The National Black Nurses Association represents 308,000 African American nurses across the country. NBNA strives to serve as a voice for African American nurses and diverse populations to ensure equal access to professional development, promote educational opportunities and improve health.**

"Our mission is to improve the health and lives of nurses across the country, so we are thrilled to be able to help provide them with the opportunity to receive sneakers from PUMA and DTLR," said **Dr. Martha A. Dawson, President of the NBNA.** "As nurses are on their feet every day risking their lives to improve the lives of others, comfortable footwear during long shifts can make a world of difference."

#### **About DTLR**

DTLR is one of the country's most successful lifestyle retailers with over 240 stores in 19 states. In fusing together our passion for fashion, entertainment, sports, and community empowerment, there is no doubt we run the streets. In the fall of 2017, DTLR Inc. joined forces with the lifestyle retailer Sneaker Villa Inc. to form one of the nation's largest fashion chains. As we accelerate our growth, you can look forward to DTLR/VILLA continuing to bring you the hottest and latest fashions provided by top apparel and footwear brands like NIKE, JORDAN, ADIDAS, LEVIS, TIMBERLAND, UGG, NEW BALANCE NORTH FACE, CHAMPION, BILLIONAIRE BOYS CLUB, ETHEKA, PUMA, FILA, NEW ERA and MITCHELL & NESS. Make no mistake: now, "Better Together," we are the ONE STOP for young, trendsetting multicultural audiences. For more information, please visit

[www.DTLR.com](http://www.DTLR.com).

#### **About PUMA**

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 14,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

<https://about.puma.com/>

#### **About National Black Nurses Association**

The National Black Nurses Association, founded in 1971, is a professional organization, representing **308,000** African American registered nurses, licensed vocational/practical nurses and nursing students. The mission of NBNA is to "serve as the voice for Black nurses and diverse populations ensuring equal access to professional development, promoting educational opportunities, and improving health". For more information, visit nbna.org. #NBNAResilient

# # #