

Fridays announces significant partnerships within women's football

- Five women's football teams will get the backing of restaurant group Fridays UK – including Birmingham, Everton, Hashtag, Rangers and Southampton Football Clubs
- Fridays has committed to work collectively with each of its partners to build awareness of women in sport and celebrate the women's game



[Fridays' Women's Football partners (clockwise) Birmingham, Southampton, Hashtag, Everton and Rangers]

30th July 2021: Fridays has completed its line-up of partnerships within women's football.

The investment in five clubs is part of the group's commitment to positively campaign and raise awareness of women in sport as well as growth of the women's game.

The deals include principal partnership of Hashtag United, sleeve sponsorship of Birmingham City, back of shirt sponsorship for Southampton and Rangers and becoming the Official Restaurant Partner for Everton.

As well as uniting for something bigger, Fridays branding will appear on pitch side advertising with the restaurant chain also getting access to matchday experiences, player appearances and official merchandise for giveaways.

Speaking on the partnership news, Dan Staples, Chief Marketing Officer at Fridays, said: “It’s an absolute pleasure to be involved with five of the best and upcoming teams within women’s football. After a busy summer of signings and management changes, we are excited to watch and support our teams as they challenge for honours this season.

“We see this as a strategic investment in the women’s game at a time where interest levels and viewership in the UK are rightfully reaching record highs. We believe in the power of sport to engage and inspire audiences and we look forward to working with all of our teams to raise the profile of women’s football.”

Find out more at www.tgifridays.co.uk/womens-football

ENDS

NOTES TO EDITORS

Follow @tgifridaysuk on social media to get that Fridays Feeling every day

About Fridays:



Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we’re making Fridays famous again and proudly celebrating our heritage with simple, freshly made to order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy & theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

Whether you’re out for a date, girls’ night or a family dinner, Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

Fridays is a proud member of The Responsible Business Recovery Forum (RBRF). The RBRF is a membership body of Out of Home food and drink operators and suppliers. The group’s objective is to collaborate to aid an efficient, industry-wide recovery, in the aftermath of COVID-19 whilst

anticipating future trends. A community of progressive businesses learning and sharing for past, present and the future.

www.tgifridays.co.uk

Media contacts:

Sophie Eeles, PR Manager

enquiries@hostmoregroup.com