



IT'S COMING HOME!

FRIDAYS ANNOUNCES PARTNERSHIP WITH BIRMINGHAM CITY WOMEN'S FOOTBALL CLUB

- **Fridays to become the Official Shirt Sleeve sponsor of Birmingham Women's Football Club for next three seasons**
- **The City of Birmingham has a special place in Fridays' history as first restaurant in the UK was on Hagley Road in 1986**
- **The partnership will directly support the participation of young girls in the sport through the Club's Academy and Talent programmes**



Friday 25th June: Fridays has today announced that it will be joining forces with Birmingham City Women's Football Club, becoming the club's Official Shirt Sleeve sponsor for the next three seasons.

This year marks the restaurant chain's 35th Anniversary of opening its first UK restaurant in Birmingham in 1986. The Hagley Road restaurant has always had special significance within the Fridays family.

The partnership will directly support the participation of young girls in the sport through the Birmingham Women's Football Club Academy and Regional Talent Clubs programme into the first team, securing the future of club through its young players.



The collaboration will also deliver stadium branding, match day experiences, player appearances, networking events and official merchandise. In addition, Fridays will be positively campaigning around women in sport and the growth of the women's game.

Speaking on the partnership news, Dan Staples, Chief Marketing Officer at Fridays, said: "We're thrilled to be partnering with Birmingham City Women. 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. The City of Birmingham has a very special place in the history of Fridays as our restaurant at Hagley Road was our very first to open in the UK. We believe in the power of sport to engage and inspire audiences and wish Birmingham City Women all the best for the new season. We look forward to working with them to raise the profile of women's football within the local community."

Ian Dutton, Chief Commercial Officer at Blues, added: "Fridays is a globally recognised brand, so it's fantastic to be able to announce a partnership of this length with the Women's team. With the history the brand has in the city and the exciting plans for BCWFC in the coming season, the partnership makes perfect sense and we're looking forward to a long and fruitful collaboration."

ENDS

NOTES TO EDITORS

Find out more - www.tgifridays.co.uk

COVID-19 safety management control measures:

All Fridays restaurants are adhering to stringent [COVID-19 safety management control measures](#), which have been applauded by industry and ensure the safety of its team and guests. Pre-booking forms part of these measures and is encouraged for the best possible experience. Other safety measures include social distancing, queuing and management systems, hand sanitising stations and dedicated door hosts to guide and help guests.

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.

Get that Fridays Feeling all day every day -



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