



HASHTAG FRIDAYS FEELING

FRIDAYS REVEAL AS OFFICIAL PRINCIPAL PARTNER OF HASHTAG UNITED

- Fridays to become the first ever Official Shirt sponsor of Hashtag United Women's Football Club in new 2-year deal
- The partnership will help ensure continued development and support rapid progress of the Tags women's team
- Today's news follows Fridays' recent partnership with WSL team Birmingham City Women's Football Club



L-R Hashtag United's Kelly Wealthall (forward) and Captain Grace Gillard (defender)

Friday 9th July: Fridays has announced today that it will be the first ever official principle partner of Hashtag United Women's Football Club – and will be so for the next two seasons. Based in Essex, Hashtag United FC was founded in 2016 and is already the world's best known amateur football club. Due to its online fame, it now has the seventh biggest digital football following in UK.



In addition to the front of shirt branding, the collaboration will see regular online and social content and club events and celebrations at Fridays restaurants. In addition, Fridays will be positively campaigning around women in sport and the growth of the women's game.

This news follows Fridays' recent investment in the women's game through sleeve sponsorship of WSL team Birmingham City Women's Football Club.

Speaking on the partnership news, Dan Staples, Chief Marketing Officer at Fridays, said: "We are very excited to be the first ever official principal partner of Hashtag United Women's Football Club. The highly engaged following the club has established over the last five years is a reflection of the relevant and compelling content that the club and its players continually create. We are looking forward to working with everybody at the Tags to bring that Fridays Feeling to the Hashtag community and to further raise the profile of the women's game."

Seb Carmichael-Brown, Co-Founder and Commercial Director at Hashtag United, added: "We couldn't be happier to be partnering with Fridays. From my youth I fondly remember spending many evenings celebrating family occasions in their restaurants, and now to have them partnering with us and specifically our Women's Team it is something very special. We now look forward to hopefully celebrating some of the clubs future success there and creating new memories for the team. With a local venue just down the road from our stadium, I am sure the whole Hashtag family are looking forward to some great times at Fridays during the next few years and hopefully beyond."

ENDS

NOTES TO EDITORS

Download the Hashtag image assets in high resolution [here](#).

Watch the Hashtag Utd kit reveal video [here](#).

Find out more - www.tgifridays.co.uk/corporate/press-centre/

About Hashtag United:

Hashtag United was founded in 2016 by YouTube creator Spencer Owen, initially set up as a group of friends playing a charity match to honour a childhood friend. Over the next two years, the team played friendlies and exhibition matches across the world, were watched by millions of fans online, and even played at Wembley Stadium. In 2018, the club transitioned to competitive football and entered the National League System (non-league pyramid) in Step 6 (10th tier), winning their league at the first attempt. The following two seasons were curtailed, but in May 2021 the men were awarded promotion by virtue of having the best PPG record in the Essex Senior League, and will play the 21/22 season in the Isthmian League North.

In 2020, the club merged with AFC Basildon Women's team and Forest Glade Youth Club, and the new Hashtag United now boasts over 40 teams with players of both sexes from age 5 upwards. The women's team play in the 4th tier of



English football (FA Women's National League Division One South East) and were 2nd in their league when it was suspended.

In addition to the football club, Hashtag United are also a successful esports team, with two professional FIFA players competing at the world's top tournaments, including 2020 ePremier League champion Tom Leese.

During the season, monthly social views for Hashtag United range from 3-5 million views across platforms, with over 560,000 subscribers on YouTube, 480,000 followers on Instagram and 220,000 on Twitter.

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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